



Hasibur Joy

FREELANCE CONTENT WRITER

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Skills



Profile

As an experienced content writer and strategist, I create compelling copy that engages audiences and achieves marketing goals. With 5+ years optimizing content for SEO, I mix art and science to produce blog posts, social captions, emails, case studies, and more that rank and convert.

Skilled at researching target users, I craft customized messaging and tone for every audience. My analytical approach involves monitoring metrics and experimenting with formats and mediums until I unlock what resonates.

Experience

2024

Teambuild Consultancy

Copywriter and Content Strategist

- Create high-quality, engaging copies tailored to audiences.
- Develop and implement content strategies that drive user engagement and achieve marketing objectives.
- Optimize content for SEO to improve search engine rankings and organic traffic.

2024

Expert Mortgage Brokers

Copywriter and Content Strategist

- Create high-quality, engaging content tailored to niche audiences.
- Develop and implement content strategies that drive user engagement and achieve marketing objectives.
- Optimize content for SEO to improve search engine rankings and organic traffic.

2021 - Present

Personal Niche Website

Working for my personal niche blog Site

After leaving Topiqraft, I focused on building profitable niche websites and mastering SEO and WordPress. I've successfully sold four sites and am now developing more, leading a professional team to support my efforts.

2020 (MAY - DEC)

TopiQraft

Content Writer

- Created customized messaging and content that resonates with niche demographics.
- Managed content projects from inception to completion, ensuring timely delivery and high quality.
- Collaborated with marketing teams to align content strategies with business goals.

SEP, 2019 - APR 2020

Atticrawl LLC

Content Writer and Project Manager

- Developed detailed buyer personas through thorough research of target users.
- Identified content opportunities and crafted messaging for niche demographics.
- Oversaw content creation and project management, ensuring alignment with marketing strategies.

2019 (JAN - AUG)

Shutler Marketing LLC

Content Writer

- Created compelling copy across various channels, including blogs, emails, and social media.
- Researched target users to develop detailed buyer personas.
- Crafted customized messaging that resonates with niche user groups.

Skills and Qualifications

- **SEO Optimization:** Proficient in optimizing content to improve search engine rankings.
- **Content Strategy:** Skilled in developing and implementing effective content strategies.
- **Copywriting:** Expertise in creating compelling and persuasive copy.
- **Audience Engagement:** Ability to engage and resonate with diverse audiences.
- **WordPress Knowledge:** Familiarity with WordPress platform for content management.
- **Writing Styles:** Versatility in adapting to various writing styles and tones.
- **Keyword Research:** Experienced in conducting thorough keyword research to enhance visibility.
- **Competitor Analysis:** Skilled in analyzing competitors to inform content strategies.
- **UX Writing:** Proficient in writing user-centered content that enhances the overall user experience.

Education

- **Govt Azizul Haque College, Bogura**
Higher Secondary School Certificate
2016 - 2018

- **Dhaka Commerce College**
BA. Honours in English Literature
2019 - 2024