

# LIZA GUARDERAS

Content Developer

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## PROFILE

Detail-oriented Content Developer with 1 year of experience in creating engaging and informative content for diverse industries. Proficient in SEO optimization, content management systems, and adhering to brand guidelines. A strong team player with excellent communication and research skills, committed to consistently delivering high-quality content that meets client requirements and deadlines.

## LINKS

[linkedin.com/in/lizaguarderas](https://www.linkedin.com/in/lizaguarderas)

## SKILLS

SEO optimization

HTML5 proficiency

CSS3 mastery

JavaScript expertise

WordPress fluency

Adobe Creative Suite

Google Analytics

## LANGUAGES

English

Hindi

## HOBBIES

Creative writing

Digital art and design

Podcasting or video blogging

## EMPLOYMENT HISTORY

### Content Developer at Educomp Solutions Ltd., IN

May 2023 - Present

- Developed and implemented a comprehensive content strategy that increased student engagement by 35% within the first year of its rollout, leading to a significant improvement in learning outcomes.
- Created a library of over 500 high-quality educational resources, including interactive multimedia lessons and assessments, which were adopted by over 100 schools across India and positively impacted more than 50,000 students.
- Led a team of 10 content developers and graphic designers in the successful completion of a major curriculum overhaul project, resulting in a 25% reduction in content development time and a 20% increase in customer satisfaction ratings.
- Collaborated with subject matter experts and stakeholders to identify and address content gaps, leading to the development of 200+ new learning modules that contributed to a 15% increase in course completion rates.

### Associate Content Developer at Aptara Inc., IN

Aug 2022 - Apr 2023

- Developed and executed a content strategy that increased website traffic by 35% within six months, resulting in higher user engagement and lead generation for Aptara Inc.
- Successfully managed a team of 5 content creators, leading to a 25% increase in overall productivity and the on-time delivery of over 150 high-quality articles, eBooks, and whitepapers.
- Collaborated with cross-functional teams on a major eLearning project, resulting in a 40% reduction in course development time and a 20% increase in client satisfaction scores.

## EDUCATION

### Bachelor of Arts in English and Communication at Indiana University Bloomington, IN

Aug 2017 - May 2022

Relevant Coursework: Literary Analysis, Creative Writing, Technical Writing, Rhetoric and Composition, Media Studies, Intercultural Communication, Public Speaking, and Digital Media Production.

## CERTIFICATES

### HubSpot Content Marketing Certification

Aug 2021