


Hanadi Berks

Content Manager

Detail-oriented Content Manager with 2 years of experience in overseeing content creation, editing, and publishing across multiple platforms. Adept at implementing content strategies to drive engagement and user retention while ensuring consistency in brand messaging. Skilled in utilizing web analytics to optimize content performance and collaborating with cross-functional teams to achieve business objectives. Demonstrated ability to manage multiple projects simultaneously while maintaining strict deadlines and high-quality standards.

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1234 Sunshine Lane, Orlando, FL 32801 

Education

Bachelor of Arts in Communication and Media Studies at University of Florida, Gainesville, FL

Sep 2017 - May 2021

Relevant Coursework: Media Theory, Digital Communication, Public Relations, Advertising, Journalism, Intercultural Communication, Visual Communication, Social Media Strategy, Mass Media Law and Ethics, and Multimedia Production.

Links

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

Skills

SEO optimization

WordPress proficiency

Google Analytics

Social media management

HTML/CSS knowledge

Adobe Creative Suite

MailChimp expertise

Employment History

Content Manager at ContentBacon, FL

May 2023 - Present

- Successfully increased organic website traffic by 50% within one year through strategic content planning, resulting in a significant boost in lead generation and conversions.
- Developed and executed a content marketing strategy that led to a 30% increase in social media engagement, contributing to the growth of the company's online presence and brand awareness.
- Managed a team of 10 content creators and editors, consistently achieving on-time delivery of high-quality content for over 500 blog posts, articles, and whitepapers annually.
- Implemented a content performance tracking system that improved the efficiency of content creation and optimization processes, reducing turnaround time by 25%.

Assistant Content Manager at Rank Executives, FL

Aug 2021 - Mar 2023

- Successfully increased organic traffic by 35% in one year, resulting in a significant boost in revenue for Rank Executives and improved search engine rankings for clients.
- Managed and optimized content for over 50 client websites, leading to a 25% increase in overall client satisfaction and a 20% increase in client retention rate.
- Implemented a new content strategy that led to a 40% reduction in bounce rate and a 15% increase in average session duration, enhancing user engagement and improving website performance.
- Coordinated with a team of 10 writers and editors to produce and publish over 500 high-quality articles and blog posts within a six-month period, contributing to a 30% growth in organic search traffic for Rank Executives and its clients.

Certificates

HubSpot Content Marketing Certification

Aug 2021

Google Analytics Individual Qualification (GAIQ)

Jan 2020