

Alnita Rohrssen

Content Strategist

Profile

I am a content strategist with more than two years of experience creating compelling stories, developing content marketing campaigns, and driving user engagement. I have a proven track record of using data-driven methods to create content that resonates with target audiences. My main strengths include content creation, copywriting, SEO, and developing content strategies. I have a passion for creating stories that captivate, engage, and inspire people. My experience in digital marketing and analytics has enabled me to successfully drive user engagement and create content that resonates with target audiences.

Employment History

Senior Content Strategist at The Content Strategy Group, FL

Sep 2022 - Present

- Developed and implemented an effective content strategy for a major Florida-based hotel chain that resulted in 10% increase in web traffic over the course of six months.
- Led the development of successful SEO campaigns, resulting in 3x growth year-over-year organic search engine rankings across all digital channels.
- Created engaging social media campaigns targeting Millennials with localized messaging which generated 200+ new followers per month on Instagram and Twitter combined.
- Developed comprehensive website design plans to improve user experience by 30%, increasing overall customer satisfaction levels as measured through surveys conducted after launch date.

Content Strategist at Content Marketing Services, Inc., FL

Jul 2021 - Jul 2022

- Developed and implemented content strategy for 10 new clients, resulting in a 20% increase of monthly website traffic within 3 months.
- Collaborated with design team to create an engaging content marketing campaign that increased organic search rankings by 30%.
- Created 8 SEO optimized blog posts per month which resulted in a 15% rise in email newsletter subscriptions.
- Developed keyword research strategies leading to improved visibility on Google searches, increasing web clicks from potential customers by 25%.

Education

Bachelor of Arts in Communications and Content Strategy at Florida State University, FL

Aug 2016 - May 2021

Relevant Coursework: Writing for Strategic Communications, Content Strategy, Digital and Social Media, Media Planning and Analytics.

Certificates

Certified Content Strategist (CCS)

Aug 2021

Details

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Links

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Skills

Writing

Content Creation

Audience Analysis

SEO Optimization

Social Media Management

Research & Analytics

Storytelling

Languages

English

Portuguese

Hobbies

Writing

Photography

Cooking