

TAHIR BADOELLA

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EDUCATION & CERTIFICATIONS

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|---|---------------|
| California State University, Northridge | MAY 2018 |
| <i>Bachelor of Arts in Cinema and Television Arts Emphasis in Television Production</i> | |
| York University Digital Marketing Certificate | JULY 2023 |
| Google Ads Search | MAY 2023 |
| HubSpot Marketing Software | FEBRUARY 2023 |
| Google Analytics Individual Qualification | MARCH 2022 |
| College of Multimedia Amsterdam Multimedia Engineer | 2009-2010 |

PROFESSIONAL EXPERIENCE

FREELANCE COPYWRITER & CONTENT WRITER

Toronto, Canada

2023 MAY - PRESENT

- Conducting SEO keyword research to optimize and create written content based on keyword difficulty, competitiveness, and authority for businesses in the Greater Toronto Area.
- Performing extensive topic research for business' specialized field and/or niche to create compelling content to generate website traffic and increase CTR to blog page for conversions.
- Writing content and copy in various tones and styles corresponding to customer persona to be posted on company websites and blogs.

THE EXTERMINATORS INC.

Toronto, Canada

Sales and Marketing Assistant | Office Administrative and Web Design Assistant | Copywriter

2020 FEB - PRESENT

- Writing engaging informational blogs according to best SEO practices published through WordPress. Decreased bounce rates and increased CTRs resulting in 20k clicks/month avg. 900k impressions/month avg. CTR 2.2%. 60-80% conversion rate leading to snippets on regularly featured on SERP.
- Writing web copy for 50+ city/rural company sites and landing pages that lead to expanded customer base.
- Managing, creating, and curating Twitter, Instagram, Facebook, and Google My Business posts for main and affiliated sites with Hootsuite to boost engagement.
- Scheduling and managing multiple projects through project management software Wrike and Excel.
- Undertaking administrative responsibilities with CRM Jobber that entails responding to customer and prospect inquiries and generating quotes.

AMNIAMEDIA LCC.

Ontario, California

2015 JAN - 2017 MAY

Video Editor (Adobe Premiere Pro CC)

- Imported, managed, and organized footage according to internal naming conventions and file structures.
- Edited engaging videos specially formatted for marketing and branding purposes including commercials, teasers, corporate videos, and social media platforms.
- Delivering final rendition to clients in appropriate dimensions, compression formats, and resolutions.

AA CREATION VIDEO AND PHOTOGRAPHY

Ontario, California

2014 OCT - 2017 MAY

Videographer/Video Editor (Adobe Premiere Pro)

- Handled and set up equipment for shooting primarily South Asian weddings, corporate and cultural events, and conferences.
- Shot footage in high pressure environments for multi-day events.
- Edited footage into a final deliverable with feedback of clients and project manager.

SKILLS

Copywriting, SEO Content Writing, SEO Keyword Research, Google Keyword Planner, Technical Writing, Social Media Writing, Google Analytics, Google Ads Search, HubSpot, Google My Business, Social Media Management, SEMrush, Fact-checking & Research, HTML, CSS, Excel, MS Outlook, Word, Apple Pages, WordPress, E-mail Marketing, Videography, Photography, Video Editing, Canva, Adobe Premiere Pro, Adobe Photoshop, Canva, Hootsuite, CRM, Customer Service, Interpersonal Skills, Organizational Skills, Data Entry

LANGUAGE PROFICIENCY

Bilingual native fluency in speaking, writing, and reading: English and Dutch.

Spoken languages: French, German, Urdu-Hindi, Caribbean Hindi, Punjabi, and Persian.