



Afia Arsh

Content Marketer/
Strategist

Kannur, Kerala

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About Me

I am a passionate content marketer and strategist with 4 years of full-time experience. Having honed my skills in crafting engaging and results-driven content, I pride myself on helping businesses effectively communicate their brand message and achieve their goals.

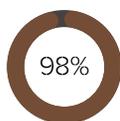
My expertise ranges from SEO content creation and planning to data-driven analysis, which allows me to develop and execute successful strategies tailored to each client's unique needs.

As a continuous learner, I stay up-to-date with industry trends and best practices to ensure the highest level of effectiveness in my work.

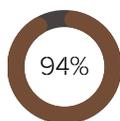
Skill



Research



Editing



Design

Language

English

Malayalam

Hindi

Education

2016-2019

BA Journalism

Madras Christian College

Chennai, Tamilnadu, India

Work Experience

2021 - 2023 Adsture Digital Marketing Agency (March)

As a content marketer, I crafted compelling narratives and devised effective strategies, driving engagement and growth for diverse clients.

2019 - 2021 Italics

As a finance writer, I worked for Paytm Personal Loan and Two Wheeler Loans, Motilal Oswal website and other clients.

Expertise

Business, Finance, Insurance, Stocks and Trading, Technical Writing, eCommerce, B2B, B2C, D2C, Edtech, Healthcare, Travel, Arts, Entertainment, Blockchain, Crypto, Cybersecurity, Recruitment, CRM platforms