

Rafea Ahtisham

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Education

Master of International Business

Expected August 2023

Hult International Business School | San Francisco, California

1st place – Business Challenge |

Bachelor of Science in Business Management

July 2020

BPP University | 2:1 degree classification | London, United Kingdom

- Elected Student Representative to liaison between students and faculty, reduced query response times by half
- Led a team of 5 and won 1st prize for business idea: MyPen. Urdu to English portable pen improve language skills

Relevant Experience

Piedmont Global Language Solutions | Arlington, VA

May 2023 – Present

Content Marketing Intern

Develop and execute content marketing strategies and campaigns to boost brand awareness and attract leads

Frontburners.io | Islamabad, Pakistan

April 2022 – July 2022

Senior Content Writer

Renewed web copy and design to delightfully communicate the sales agency's unique value proposition

- Conducted keyword research and SEO audit using Ubersuggest and Semrush; boosted SEO-friendliness by 80%
- Researched 40 ideal customer profiles (ICPs) and rival websites to renew web copy with engaging content
- Harmonized web theme by creating brand guideline and 8 web designs on Figma, streamlining user experience

Reingard Consultants | Rawalpindi, Pakistan

May 2021 – May 2022

Digital Marketer

Took charge in formulating and executing a digital marketing strategy for a family-owned dairy consultancy startup

- Formulated marketing strategy by analyzing a total of 60 competitors, ICPs, and reports to identify opportunities
- Created engaging web content for 6 pages and ran SEO audits to pitch solutions while meeting SEO conditions
- Crafted a branded website on Wix within 3 weeks by self-learning design principles to modernize experiences

Zigron Inc | Islamabad, Pakistan

December 2020 – July 2021

Technical Content Writer

Converted scattered project documentation into marketing collaterals, sales outreach, social media, and web content

- Interviewed software and sales teams to collect information and convert complex technical documentation into 9 case studies ultimately used in sales campaigns
- Renewed web copy by authoring SEO-optimized content for 27 webpages. Accentuating company expertise, competitive advantage, and prior success
- Took initiative and managed social media and content strategy for Twitter; successfully increased organic impressions from 6000 per month to 13,000 (approx.) in 1.5 months

Certifications

- *Content Marketing, SEO, and Google Ads* | Lahore University of Management Sciences
- *Graphic Designing Short course* | National College of Arts

Technical Skills

Tableau, SEO tools (e.g., Semrush) Canva, Figma, Wix, WordPress, and PowerPoint