

ANGELINA DER ARAKELIAN

Social Media Manager, Content Writer
& Copywriter

PROFILE

With over 5 years of experience in the writing industry, I specialize in writing and editing long and short-form content for a large portfolio of various freelance clients, websites, and businesses.

Currently the co-founder of my digital marketing agency, ADVENT, I am distinguished by my strong work ethic and creative mind, helping individuals and brands craft a unique voice and social media presence that helps them reach wider audiences and leads that convert.

EXPERIENCE

July -
November
2023

Social Media Manager

Domenico Hair & Beauty Studio (Limassol, Cyprus - Hybrid)

- Reported directly to the company manager to develop a targeted social media strategy, blog post schedule, email marketing campaign and client outreach for Balmain Hair Couture Paris, a luxurious hair care brand.
- Conducted in-depth research into audience demographics and psychographics to gain insights that inform content creation, ensuring content resonated with the salon's upscale clientele.
- Designed a comprehensive social content calendar for Facebook, Instagram & TikTok, mapping out a captivating campaign that promoted Balmain Hair Couture Paris and drive brand engagement within the luxury hair care market, emphasizing the salon's premium services and products.

September
2023 -
Present

Content Writer & Strategist

The Business Rover (Yerevan, Armenia - Remote)

- Collaborates directly with the Content Manager to produce high-quality, SEO-optimized blog posts, showcasing expertise in the SaaS industry to boost client visibility and thought leadership.
- Crafts persuasive landing page copy tailored to the unique offerings of SaaS clients, focusing on driving conversions and lead generation.
- Plays a key role in maintaining content excellence by editing and proofreading various materials, ensuring accuracy, consistency, and a polished final product for clients in the SaaS sector.



CONTACT



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Nicosia, Cyprus

EDUCATION

Bachelor of Arts in Film &
English (Honours)

University of Southampton

2020-2023

SKILLS

- Content Writing
- Creative Writing
- Copywriting
- Editing
- Proofreading
- Ghostwriting
- Search Engine Optimization (SEO)
- Digital Marketing
- Business Management
- Project Management
- Community Management
- Research and Analytics
- Social Media Management

February 2023
- Present

Freelance Content & Copywriter

ICAAL (Southampton, United Kingdom - Remote)

- Crafts SEO-optimized blog posts, enhancing online visibility and engagement for diverse clients within the home improvement sector.
- Develops compelling landing page copy to drive conversions and lead generation, tailoring messaging to each client's unique offerings and target audience.
- Creates persuasive and personalized email content that drives customer acquisition, retention, and brand awareness for a range of clients in the home improvement industry.

Jan 2021 -
Oct 2022

Content Writer & Strategist

Freelancer's Handbook (Remote)

- Writing SEO-optimized blog posts for an online publication.
- Planning and organizing social media strategy and content.
- Initiating unique content ideas to ensure high ranking of blog posts.
- Writing engaging, SEO-optimized content, website copy, landing page and descriptions.
- Increasing business' visibility and driving organic traffic and conversions to website.

Jan 2018 -
Oct 2022

Freelance Content Writer

The Spirit Nomad (Remote)

- Researched and wrote SEO-optimized content for a spiritual niche blog website.
- Incorporated secondary keywords, backlinks, affiliate links, and visual media into written blog posts on WordPress.
- Edited and proofread blog posts for accuracy and originality.
- Achieved a 95%+ search engine optimization score for written blog posts.
- Drove organic traffic and conversions to website.

SOFTWARE SKILLS

- Meta Business Suite
- Mailchimp
- Microsoft Office (Word, Excel, PowerPoint)
- WordPress
- Canva
- Grammarly
- Google Docs
- Google Analytics
- Ahrefs
- Yoast
- Asana
- Trello
- Semrush
- Surfer SEO

BLOG

<https://medium.com/@angelinaderarakelian>

LANGUAGES

- English
- Armenian
- French
- Greek

REFERENCE

Provided upon request.

BOOKS

- A Week in Berlin
- When Moonlight Falls - Heartfelt Notes from a Curious Mind-Traveller
- A Glimpse of Eternity