

Shiboyb Beharry

CONTENT STRATEGIST (FREELANCE)

DIGITAL CONTENT STRATEGIST

A committed Content Specialist with 6+ years of experience; 3 of those years managing clients virtually. Proven competence in Google SEO, content management systems, website design, copywriting, and social media marketing. Skilled in utilizing research apps and familiar with various social media platforms. Strong written communication and management skills with a track record of delivering outstanding deliverables. A self-directed and team player who enjoys creating content that resonates with target audiences. Seeking a challenging position at an organization to leverage my skills and experience to create engaging content.

CONTACT

Email: shiboynb@hotmail.com

Portfolio: www.shevystudio.co
www.travelbeautyblog.com

+ 507 6079-8860

Panama City, Panama

CERTIFICATES

GOOGLE:

Digital Marketing &
E-Commerce - 2023

Attract & Engage Customers with Digital
Marketing - 2023

SKILLS

- Content Creation and Management
- SEO
- Web Design
- Marketing & Content Strategy
- Copywriting
- Social Media Marketing
- Client Management
- E-commerce Operations

EXPERIENCE

FOUNDER/MANAGING EDITOR – TRAVELBEAUTYBLOG.COM November 2016 - Present

Successfully constructed and managed a thriving website that garnered an impressive total of 825k+ page views to date. With a strong emphasis on travel, women's fashion, beauty, and lifestyle, the site captivated a dedicated audience and fostered meaningful interactions through top-notch content.

Developed effective content strategies, including topic ideation, keyword research, and editorial planning to drive traffic and increase audience engagement.

Utilized copywriting skills to create compelling blog posts and social media content that resonated with target audiences and generated organic traffic.

Conducted keyword research on industry trends using research tools to develop content for search engines as well as leveraged SEO techniques to conduct competitor research and optimize content, resulting in increased search rankings.

- E-Mail Marketing
- Analytics & Reporting
- CRM
- Affiliate Marketing
- Time management and Collaboration

Monitored website analytics using Google Analytics and Google Search Console to track performance, identify trends, and made data-driven improvements.

Optimized on-page meta tags, headings, and content in keeping with SEO principles and best practices.

Successfully managed and grew social media accounts on platforms including Instagram, Pinterest, Twitter and Facebook, resulting in increased website traffic and engagement.

Developed an email list of 200+ to increase engagement and drive traffic to website.

COMPETENCE:

- CMS Platforms: WordPress/ WooCommerce, Etsy, Shopify & Amazon Marketplace
- Google Analytics
- Google Search Console

E-COMMERCE STORE OWNER/MANAGER

October 2020 – Present

Effectively managed and maintained a visually captivating Shopify website, prioritizing exceptional user experience. Regularly refreshed products and content to keep the site engaging and up to date.

Orchestrated Google and Facebook advertising campaigns to bolster brand recognition, amplify website traffic, and drive sales promotions.

Analyzed data and metrics to measure the effectiveness of campaigns and made improvements.

Formulated and implemented content marketing strategies through engaging and informative blog posts, articles, and social media content, adhering to brand style guide and buyer personas, with the aim of enhancing brand exposure, attracting website visitors, and generating valuable leads.

Built and maintained strong relationships with customers to ensure their satisfaction and retention.

Simultaneously launched and managed e-commerce shops on Etsy and Amazon marketplaces.

TOOLS FAMILIAR WITH:

- Microsoft Word, Excel
- Google Sheets, Docs
- Ahrefs
- SEMRush
- UberSuggest
- MOZ
- HubSpot
- Salesforce Sales Ops

– (on-going)

- CANVA

WRITING SAMPLES:

- <https://bit.ly/45gyZOB>
- <https://bit.ly/43hoEjx>
- <https://bit.ly/3MKPZW0>
- <https://bit.ly/3BMcYKe>
- <https://bit.ly/45gzZIP>

PINTEREST MANAGER – DREAM WORK CREATIVES LLC

September 2020 – March 2021

Successfully managed and grew client's Pinterest account from 1000-2500 followers, resulting in increased brand awareness and engagement.

Re-designed, created and curated visually appealing and engaging content for Pinterest boards, including images, graphics, and videos.

Conducted thorough keyword research to optimize Pinterest content and boards for improved visibility in search results.

Tracked and analyzed key metrics such as impressions, clicks, saves, and engagement to evaluate the success of Pinterest campaigns and made data-driven decisions.

Created monthly reports and provided clear communication to client, sharing insights, progress, and recommendations for further improvement.

PAST PROJECTS:

Collaborated with clients to develop websites and marketing strategies:

- sahruthrose.com (web design)
- ssacsandco.com (web design)
- theuniquespott.com/consultation (landing page design)