

# HESED SIGN

## DIGITAL CONTENT CREATOR

### PROFESSIONAL SUMMARY

Creative and results-driven Digital Content Creator with expertise in content strategy and visual storytelling. Experienced in crafting high-quality, engaging content that effectively highlights the value and benefits of products and services. I approach content creation from the perspective of the consumer, ensuring each piece educates, informs, and provides an authentic representation of the user experience. Passionate about delivering compelling content that resonates with audiences and elevates brand presence.

### EXPERIENCE

#### Digital Content Creator

November 2022 - Present | Hejed Business Concepts , Houston, TX

- Utilized SEO best practices to optimize content for visibility and search engine ranking.
- Produced video content for various channels including YouTube, Vimeo, Instagram Stories.
- Crafted compelling stories that resonated with target audiences across multiple channels.
- Ensured compliance with copyright laws when utilizing images or other copyrighted materials.
- Created high-quality, engaging multimedia content for social media platforms.
- Developed and implemented digital content strategies to increase website traffic and engagement.
- Leveraged A and B testing techniques to evaluate the efficacy of different types of content formats.
- Optimized existing content for SEO purposes by incorporating targeted keywords into copywriting.
- Built relationships with influencers in order to develop partnerships that increased reach.
- Maintained an up-to-date knowledge base of current trends in digital marketing.
- Crafted high-quality content to engage target audiences and boost brand loyalty.
- Implemented effective social media strategies to increase engagement and brand awareness.



### CONTACT



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### SKILLS

- Content strategy
- Illustration
- Video editing
- Photography
- Scriptwriting
- Content editing
- Content scheduling
- Visual storytelling
- SEO strategies
- Influencer collaboration
- Video content creation
- Content creation
- Effective communication
- Adaptability and flexibility