



# Alireza Oboodiat

## CONTENT STRATEGIST

### ABOUT ME

Being an ISTJ, I felt a passion to the internet and commenced my journey with writing for the web. In the era of dial-up connection, "PersianBlog" tempted me to create a WEBLOG to express my concerns. Since that amateurish yet lovely attempt to news sites with enormous content, I crafted different kinds of stuff including text, video and audio that have been consumed by web surfers. Besides, I worked on formulating STRATEGY, preparing PUBLISHING plans in social media and performing AUDITS for those content projects.

### SKILLS - TOOLS

<b>Ps</b>		User personas research	
<b>Au</b>		Customer journey map	
<b>Xd</b>		Content Analysis	
		Creating content	
		Comprehensive content strategy	
		Editorial calendar	
		Style & tone of content	
		Content Governance and styles	
		Content audits and updates	
		Content ROI analysis	
		Content delivery and promotion	
		Managing content teams	
		On-site SEO best practices	

### EXPERIENCE

2021 2022	<b>Agape</b> Senior Content Specialist	2017 2019	<b>Areatak</b> Content Manager
2020 2021	<b>Daap App</b> Content Strategist	2016 2017	<b>Satva</b> Copywriter
2017 2019	<b>Irblockchain</b> Content Specialist		

### EDUCATION

	<b>BA in Library &amp; Information Science</b> University of Tehran - Iran
	<b>MA in Library &amp; Information Science</b> Allameh Tabataba'i University - Iran

### PORTFOLIO

Content Strategy	SEO Strategy
Podcast	Email Marketing
Journey Map	Campaign Analysis
Content Audit	SEO Report
Social Analysis	Blog Writing

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