

**Raj Chander**  
**Content Writer & Strategist**  
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## **SUMMARY**

Reliable, seasoned content writer and strategist with years of experience planning, developing and editing written content for sales and marketing campaigns. Specialize in creating SEO-friendly content for blogs, websites, email newsletters, social media and more. Expertise in providing the full scope of strategy, planning, execution, iteration, and distribution required for successful content marketing, especially for travel, B2B organizations, and digital agencies.

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## **WORK HISTORY**

### **Raj Chander – Content Writer & Strategist (Self-Employed)**

*May 2011 – Present*

- Complete B2B and B2C marketing copywriting and web content writing and strategy projects for a variety of clients including blog posts, white papers, eBooks, case studies, ghostwritten articles, email newsletters, sales brochures, and more.
- Select list of clients/accounts worked on:
  - Royal Caribbean International
  - MET-Rx
  - Holiday Inn Express
  - Body Fortress
  - Telstra

### **Audience Ops – Copy Editor**

*July 2015 – Present*

- Interface with a remote team of three writers, two virtual assistants and one graphic designer to ensure production stays on schedule.
- Copy edit all blog posts produced by agency writers

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## **SKILLS & CERTIFICATIONS**

- Generating buyer personas
- Developing blogging strategy and editorial calendars
- Creating digital content sensitive to search engine optimization (SEO) best practices
- Generating reports, presentations and spreadsheets in Microsoft Office
- Managing content distribution on social media including Facebook, Twitter and LinkedIn
- Creating and managing email campaigns using Drip and Mailchimp
- Publishing and optimizing web content in content management systems (CMS), especially WordPress & HubSpot
- Keyword research and reporting
- Well-versed in the HubSpot Inbound Marketing Methodology & Content Marketer's Blueprint
- HubSpot certified in Inbound & Inbound Sales

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## **VOLUNTEER EXPERIENCE**

- 2016 American Cancer Society Relay for Life – Olney Chapter participant
- 2016 Salvation Army National Capital Area Angel Tree Program participant
- 2015 D.C. Central Kitchen volunteer
- 2015 Capital Area Food Bank volunteer

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## **EDUCATION**

**Bachelor of Arts in English, Minor in Music** – James Madison University  
*August 2007 – May 2011*

**Advanced Diploma** – Floyd E. Kellam High School  
*September 2003 – June 2007*

*Samples & references available upon request.*