

Khushboo Byala

COPYWRITER & CONTENT MARKETER - SEO Copywriting, Content Editing, CMS Operation

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📍 Ontario

in [LinkedIn](#)

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SKILLS

- **SEO Copywriting:** Keyword-optimized content using tools like Surfer SEO and Yoast for enhanced discoverability.
- **Keyword Research:** Search intent analysis, Ahrefs, Ubersuggest for on-page SEO & content planning strategy.
- **Content Marketing:** Content calendars, performance metrics tracking to improve brand visibility across platforms.
- **Email Marketing:** Email sequences, subject line testing, and automation flows using tools like Mailchimp, ConvertKit.
- **Content Management:** CMS tools such as WordPress, HubSpot, and Webflow for publishing scalable content.

WORK EXPERIENCE

Magazine Editor (On-Call)

December 2024 – Present

Freelance

Ontario

- Standardized 50+ entrepreneur-submitted drafts monthly by verifying grammatical structures, aligning voice with house style guidelines, and enforcing consistent formatting logic, which reduced revision requests by 42%.
- Restructured article blueprints by applying semantic mapping techniques and implementing advanced context modeling strategies, which minimized tone inconsistencies and improved the accuracy of narrative flow across content by 45%.
- Engineered 100+ contextual captions monthly by synthesizing high-value article keywords with embedded visual asset metadata, thereby increasing the platform's click-through rate by 38% and lowering bounce-related events.

Copywriter & Content Marketer

March 2024 – Present

Blazesoft

Remote

- Formulated 35+ SEO content assets monthly using advanced NLP algorithms, LSI keyword strategies, and in-depth search behavior analysis, boosting service page impressions by 42% and increasing average session duration by 26%.
- Aligned with SEO specialists to execute over 10 structured data and schema enhancements per week, which increased organic search rankings by 38% and helped more than 20 targeted keywords achieve first-page Google visibility.
- Scripted 80+ changing social media captions each month by leveraging reverse-engineered engagement analytics, increasing follower retention by 47% and attracting 3.5k new followers through data-informed content strategies.

Copywriter & Content Marketer

August 2023 – October 2023

Innovatia

Ontario

- Composed 25+ technical blog articles using keyword density matrices, SERP evaluation tools, and schema markup analysis, leading to a 54% boost in organic visibility and a 21% decrease in bounce rates on conversion-critical pages.
- Pioneered a semantic keyword mapping initiative using NLP techniques, aligning data-driven insights with strategic content optimization to resolve the top three causes of content gaps and secure top-10 rankings across 5 niche markets.
- Coordinated design alignment tasks with UI teams by refining layout-to-text ratios, ensuring messaging consistency across 30+ product banners, & boosting lead magnet click-through rates through optimized visual communication.

Senior Copywriter & Marketer

July 2022 – August 2023

Techies Infotech

Ontario

- Constructed 60+ advertising copy variants monthly for mobile, social, and paid media platforms, lifting average CTR by 49% and driving a 5.3k monthly surge in user acquisition across diverse client pipelines and demographics.
- Drafted 25+ targeted landing pages per month with rigorously A/B-tested keyword stacks, boosting B2B conversion rates and cutting site-wide bounce rates by 22% through iterative improvements in layout flow and contextual fit.
- Created infographics blending brand messaging with UI elements, increasing shareability by 67% and visual cognition by 12 seconds, while optimizing mobile interface microcopy, boosting dwell time by 18% and reducing drop-offs.

Senior Content Writer

March 2021 – February 2022

Suffescom Solutions

India

- Executed long-tail keyword evaluations across 40+ content pages monthly, enhancing semantic relevance and on-page optimization, which enhanced domain authority scores and increased service page rankings 18 spots in organic SERPs.
- Merged UX guidelines with narrative patterns across 12 interactive web modules, streamlining design consistency, which elevated usability scores and extended average time-on-site by 39%, as confirmed via advanced heatmap analytics.
- Managed content calendars and task workflows in Zoho Projects to track deadlines, streamline team collaboration, and support delivery of SEO-driven assets, improving campaign turnaround time by 30% across cross-functional teams.

Senior Content Writer

July 2020 – March 2021

Techies Infotech

India

- Generated 120+ content formats monthly across blogs, case studies, and eBooks, increasing inbound visits by 44% and generating 3.2k additional leads within strategically defined buyer journey segments and funnel stages.
- Developed cross-channel editorial tactics alongside executives, raising engagement by 36% across LinkedIn, Facebook, and Instagram through calibrated content-audience mapping structures and timing optimizations in campaigns.
- Verified keyword usage in 50+ assets weekly, enhancing semantic range and topical authority while refining design-text coherence for 60+ visuals, improving campaign launch velocity by 28% through streamlined content approval workflows.

Senior Content Writer

Soft Prodigy

July 2019 – March 2020

India

- Facilitated storytelling programs for 20+ writers by integrating technical accuracy matrices and iterative peer-editing loops, resulting in a 22% increase in readability compliance across published deliverables and content assets.
- Authored A/B-tested email sequences across 10 campaign workflows, improving open rates by 47% and enhancing click-through metrics by 38% through precise CTA optimization and changing behavioral logic segmentation strategies.
- Proposed structural content strategy adjustments for 6+ clients on a bi-weekly basis, increasing retention metrics by 16% and improving brand consistency across multi-stage marketing funnels and long-form audience engagement efforts.

Content Writer & Language Trainer

Techies Infotech

July 2016 – July 2019

India

- Structured quarterly language proficiency enhancement modules for over 30 internal associates, boosting syntactic and grammatical accuracy while reducing iterative revision cycles in client delivery pipelines by 36% across departments.
- Edited and finalized content layouts for bi-monthly organizational magazine editions by implementing strict thematic formatting protocols, accelerating inter-departmental publishing turnaround efficiency across editorial workflows.
- Tailored more than 50 localized caption scripts monthly for social media campaigns by adapting linguistic variables to match cultural preferences, increasing post visibility metrics across geographic clusters by 58% via optimization.

PUBLICATIONS

Harvest of Young Minds

Author

- Authored a creative writing book focused on narrative development, voice, and thematic storytelling tools.

Resonance – Life Reverberates

Author

- Explored emotional depth and expressive writing in this published work of introspective short narratives.

EDUCATION

Master's in Business Administration

Lovely Professional University, India

August 2015 – December 2017

Bachelor of Commerce

Guru Nanak Dev University, India

August 2012 – December 2015

CERTIFICATIONS

- **Fundamentals of Digital Marketing**
- **Google My Business**
- **Google Ads Display**
- **Email Marketing**