



ILINAZ SOHEILY

Content Manager

[Portfolio](#) | [LinkedIn](#)

Creative and data-driven Content Manager with over 10 years of global experience developing SEO-optimised digital content and social media strategies that elevate brand visibility and engagement. Skilled in WordPress, Contentful, and keyword research, with a proven ability to craft compelling stories that strengthen audience connection and drive measurable growth. Adept at leading end-to-end content lifecycles, research, writing, editing, and publishing, while aligning tone and messaging with brand identity and marketing objectives.

Core Expertise

- **Content:** Cross-channel strategy, long & short form content writing
- **SEO:** Keyword Research, On-Page Optimisation
- **CMS:** WordPress, Contentful
- **Web Publishing:** Basic HTML formatting
- **Social Media Management:** Content Creation, Scheduling, and Reporting

Contact

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 ilinaz128@gmail.com

 Berlin, Germany

Languages

- English: Fluent
- Farsi: Native
- German: A2 (learning)
- Turkish: Intermediate
- Arabic: Basic

Work Experience

Senior Content Editor – Berlin, GER 2022 – PRESENT
Blacklane GmbH

- Wrote and edited blog content to support SEO and brand authority.
- Published and formatted articles using WordPress and Contentful.
- Researched keywords and applied on-page SEO best practices.

E-commerce Content Writer – Dubai, UAE 2021-2022
Liquid Shopper Marketing & Ecommerce

- Owned the full content process, from research and writing to proofreading and publishing.
- Created website and social media content, drafted campaign and promotional messages, and tracked performance metrics.
- Collaborated with clients to deliver engaging, brand-aligned content.

Social Media Content Executive – Dubai, UAE 2020-2021
Brands For Less Group

- Managed multiple social media platforms, including TikTok, Instagram, and Facebook to drive engagement and reach.
- Developed pitches and press releases to promote new products and brand updates.
- Analysed data and produced weekly and monthly reports to measure social media performance and campaign impact.

Certifications

- **Facebook & Instagram Advertising Workshop**, Jayid Consultancy | 2020
- **SEO/SMO Training Workshop**, Tehran University | 2018
- **Adobe Photoshop**, Tehran University | 2018
- **Digital Marketing Strategy**, Terrapinn Institute | 2017
- **Content Marketing**, Oxford Learning Lab | 2017
- **Advanced Photography**, Karnameh Institute | 2015

Work Experience (continued)

Lead Copywriter – Dubai, UAE 2019–2020
Mi Casa Real Estate Brokers

- Established the company's brand voice across blogs, social media, and industry-focused content.
- Copyedited and proofread all company content to ensure clarity and consistency.
- Created, published, and managed social media updates and community engagement.

Senior Copywriter – Multiple HQs 2013–2018
MTN Telecommunications Group

- Wrote creative copy for print, websites, and advertisements.
- Contributed to developing the company's Brand Identity Guide (2017 edition).
- Edited, proofread, and provided final sign-off on content before publication.

Journalist, Blogger – Iran 2011–2012
Aftab News Agency

- Published an online daily blog devoted to reporting news about the local area's music, culture, and food scene.
- Interviewed community members for potential story ideas and feature writing assignments related to the arts and entertainment community.

Education

Faculty of Art and Architecture, Tehran Azad University
M.A. Art Research

Faculty of Foreign Languages, Tehran University
B.A. English Literature