

ALLAN JACOB

SENIOR CONTENT STRATEGIST

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PROFILE

Senior Content Strategist with a specialty in website content design, UX design and user journey. I help brands plan and execute their website content, design, UX and UI to communicate their core messages in a compelling, creative and impactful manner. I have 10 years of content, agency and marketing experience. I'm currently working as the content lead and senior content strategist for a digital agency based in the UAE. Since January of 2024, I have been part of establishing a new enterprise, leveraging my skills in content, marketing, social media.

KEY SKILLS

- Content Strategy
- Content Design
- UX Strategy and Design
- Content Writing
- Wireframing
- Web Project Management (Content)
- Team Management
- Client Servicing
- Social Media Content and Management
- Account Management

EDUCATION

- BTech (E&C) CUSAT,
College of Engineering, Adoor
- Diploma in JAVA Technologies, NIIT
- 10th and 12th (CBSE),
Bal Bharati Public School, NOIDA

EXPERIENCE

SENIOR CONTENT STRATEGIST - DEC. 2020 – PRESENT

SENIOR COPYWRITER - FEB. 2016 – DEC. 2020

GLOBAL MEDIA INSIGHT – Kochi, India and Sharjah, UAE

- Working with an amazing team **ideating and strategizing positioning, user experiences and content for websites** spread across industries for brands operating across the Middle East.
- Regularly **manage the entire content development (from pitch to execution) and project management process** for different kinds of websites and CMSes.
- Led the complete **social media content development and client servicing** for all **three social platforms** of a leading fitness brand in the UAE.
- **Rewrote the entire website content** for one of the leading insurance brands in the UAE as part of their digital revamp, learned the Sitecore backend and prepared training documents for the client within a set deadline for go-live.
- Wrote copy and ideated visuals for **Google, Facebook ads, brochures, presentations, and speeches** (one of which was delivered and presented at the United Nations).
- Worked on a wide range of content - from **traditional blogs and articles to case studies, knowledge leadership pieces, training manuals and chatbot content.**

ASSOCIATE EDITOR - 2015 - 2016

SMARTMALL SHOPPING MAGAZINE – Kochi, India

Interviewed celebrities and leading industrialists, CEOs and reviewed hotels, malls, cafes, cars and more. Published lifestyle pieces on shopping and luxury living.

EDITOR AND CONTENT WRITER - 2014 - 2015

HI-TECH OUTSOURCING SERVICES – Kochi, India

Created transcripts and content for clients from U.S., Europe and Australia, including interviews, documentaries, courses, depositions, ghostwriting, and scripts.

FREELANCE CONTENT WRITER - 2012 - 2014

CREATIVES LINES + OTHER CLIENTS – Online

Wrote articles for online publications, edited, and proofread website content on a freelance basis.

CONSULTANT FOR EQUIFAX - 2011 - 2012

SUTHERLAND GLOBAL SERVICES – Kochi, India

Helped and retained customers while promoting Equifax's (Credit Rating Agency) products to inbound U.S. customers.