

NITHILA KUMAR

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[Portfolio](#) • [LinkedIn](#)

WORK EXPERIENCE

Content Writer, Mosaic Digital
Dubai

Mar 2025- present

- Create content for a diverse portfolio of clients, spanning business setup, asset protection, finance & compliance, and e-commerce
- Lead content creation across multiple formats, including long-form web content, decks, video scripts, press materials, email, and ad copy
- Develop and optimize SEO-driven content that achieved first-page search engine rankings for targeted keywords
- Lead brand storytelling through brand identity decks and campaign frameworks, translating business goals into clear narratives across digital channels
- Partner with marketing leadership and cross-functional teams to create content and contribute to campaign and channel strategy across initiatives

Freelance Content Writer, FlyFin AI
Abu Dhabi, Remote

Feb 2023 - Feb 2025

- Increased traffic by 22% by creating website content based on simplifying complex tax information for US freelancers
- Edit and proofread marketing content to ensure brand consistency and IRS compliance
- Authored press releases to boost brand authority and visibility
- Collaborated with digital marketing team to increase content reach by 36% by refining content strategy using SEMrush and Google Analytics

Social Media & Client Success Specialist, Greyscale Digital
Dubai, Remote

May 2022 - Jan 2023

- Created compelling social media copy for LinkedIn, Meta, and Instagram achieving an average 40% growth in engagement for clients across the Middle East
- Developed content calendars, optimised campaigns, and executed social media strategies across Meta, Instagram, and LinkedIn
- Authored optimised content to boost brand visibility using SEMrush and Google Analytics
- Led weekly client meetings, showcasing presentations with future strategies and growth opportunities based on data insights

Content Writer & Marketer, Odetta.ai
USA, Remote

Sep 2021 - Mar 2022

- Improved organic traffic by 50% through historical optimization of existing blog content and targeted SEO strategies
- Increased blog engagement by 42% through conducting in-depth keyword and competitor research using SEMrush and Moz
- Developed social media strategies targeting US B2B audiences, leading to improved brand recognition and audience interaction
- Led biweekly client meetings, presenting analytical reports strategies to improve content performance and site traffic using Google Analytics and Google Search Console

Data Analyst, Odetta.ai
USA, Remote

Feb 2021 - Sep 2021

- Conducted comprehensive data entry, cleaning, and research for client projects, ensuring high data accuracy and reliability
- Recognized as an “Odetta Superstar” within 3 months for exceptional work ethic and attention to detail

Freelance Content Writer, LifeWorks Mental Health Clinic
Dubai, Remote

Feb 2021- Oct 2021

- Collaborated with therapists to develop content for the launch of the ‘Hayat’ mental health app for government employees
- Created informative content for Dubai-based MNCs as part of the clinic’s mental health awareness campaign

SKILLS

- Content strategy
- Brand storytelling
- SEO
- Research
- Writing & editing
- Time management
- Attention to detail
- Organisation
- Collaboration
- Communication

EDUCATION

MSc. Social & Applied Psychology

2019 - 2020

University of Kent

- **Grade:** Merit

Bsc. (Hons) Psychology with Management

2016 - 2019

Heriot-Watt University, Dubai Campus

- Academic scholarship recipient
- **Grade:** Upper Second Class (2:1), GPA- 3.7