

SUMAITA BEGUM

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Career Objective

Dedicated Senior Content Writer and Digital Marketing Specialist with over four years of experience, including teaching English Writing to middle and high school students. Skilled in creating engaging, age-appropriate content and using digital tools to support differentiated instruction. Combines creativity with clear communication and strategic thinking to enhance student engagement, and build writing skills,

Professional Experience

English Writing Teacher

STEMAYS School | January 2025 – October 2025

- Taught English Writing to Grades 3–6, managing two sections per class.
- Developed engaging lesson plans to improve writing structure, grammar, and vocabulary.
- Encouraged creativity and confidence through discussions, writing prompts, and feedback.
- Provided individual support to enhance students' academic writing performance.

Senior Content Writer

Skyboost Traffic Agency | May 2023 – September 2025

- Created high-quality, SEO-optimized blogs, articles, and web content across diverse industries.
- Improved organic reach through keyword optimization, content audits, and analytics review.
- Mentored junior writers to ensure consistency, clarity, and brand alignment.

Content and Technical Writer

Freelance / Independent-Projects | January 2021 – September 2025

- Produced web content, blogs, and brand copy for multiple clients.
- Wrote keyword-rich, research-based content tailored to client industries and audience goals.
- Ensured timely delivery of deliverables while maintaining high-quality SEO standards.
- Balanced creative storytelling with factual accuracy and client requirements.

Digital Marketing Intern

Adryt | March 2021–April 2021

- Managed digital campaigns for brand visibility and engagement.
- Created marketing materials and ad content tailored to Restaurant customers.
- Worked on editing the social media posts and caption.

Writing & Admission Application Specialist

Eddo Consultancy Firm | May 2021– February 2022

- Advised students on academic planning, university admissions, and application writing.
- Assisted in preparing study abroad documentation and consultation materials.

Education

Pearson Edexcel International Advanced Level (IAL) – Ongoing
Subjects: Accounting, Economics, and Business

Secondary School Certificate (SSC)
Cambridge Grammar School and College – Completed

Skills

- SEO Content Writing and Optimisation
 - Digital Marketing Strategy
 - Keyword Research and Analytics
 - Social Media Marketing
 - Copywriting and Brand Storytelling
 - Canva Editing
 - Grammar and Creative Writing instruction
 - Lesson Plan and Curriculum Design
 - Classroom Management
 - Team Collaboration
 - Adaptability and Organisation
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Non-Profit Involvement

Founder & Organizer – Rebuilding Sylhet

- Led community projects such as Pai Events after July Protest, Cleaning drive and Orphanage Visit – Bagbari Chotomoni Nibash.
- Managed donation drives, logistics, and volunteer teams.
- Focused on humanitarian and youth-led initiatives in Sylhet.

Project Lead - Future Leader

- Led the successful campaign of #Project Smile organised by Future Leaders at Chotomoni Nibash.
 - Handled Logistics, Team Allocation and Tasks Delegation
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Languages

- English (Fluent – UK & US accents)
 - Bengali (Native)
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Certifications

- LUMUNA 2025 - Best Emerging Delegate, ICJ
 - Jononi Foundation - Volunteer
 - TedX SUST 2025 - Participant
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Reference

SJB Juthi - Alumni, CCI Program US Embassy Dhaka and Founder of Future Leaders

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