

## Gabriel Ali

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### Professional Summary

Content writer and SEO specialist with 24+ published platform reviews and conversion-focused copywriting experience. Combines analytical research with clear, engaging storytelling that ranks and converts. Ten years of customer-facing experience shaped a people-first writing approach focused on understanding what readers need and removing friction from decision-making.

### Relevant Skills, Strengths, and Expertise

#### Writing & Content

- SEO Content Writing
- Copywriting
- Content Strategy
- Platform Reviews
- Technical Writing
- Editorial Standards

#### Tools & Platforms

- WordPress
- Ahrefs
- Looker Studio
- Google Workspace
- Microsoft Office
- HTML

#### Expertise

- User Intent Analysis
- Conversion Optimization
- Fact-Checking & Research
- Performance Tracking
- Workflow Automation Platforms

### Work Experience

#### CreativeAdvisor.com

Content Writer

Remote

August 2025 - Present

- **Platform reviews.** Produced 24+ published articles specializing in workflow automation platform reviews, establishing niche expertise in marketing automation, enterprise tools, and productivity software.
- **Evaluation methodology.** Developed systematic evaluation methodology for analyzing automation platforms based on customer priorities, ensuring unbiased, evidence-based reviews that help businesses make informed decisions.
- **End-to-end content production.** Conduct end-to-end content production from keyword research (Ahrefs) through WordPress publishing, coding each article page in HTML to ensure optimal formatting and user experience.
- **Editorial standards.** Created editorial standards emphasizing accessibility, readability, and extensive fact-checking to maintain content quality and credibility across all published work.
- **Performance tracking.** Use Looker Studio to track article performance and inform content strategy, collaborating on content planning to align with business goals and audience needs.

#### Freelance Content & Copywriting Projects

Freelance Copywriter

Remote

September 2025 - Present

- **Rebalance Health.** Collaborated with CEO, CMO, and Head of Growth to deliver conversion-focused homepage and landing page copy for hormone health supplement brand, balancing stakeholder vision with messaging clarity.
- **Complex content translation.** Translated complex hormone science into empathy-driven, benefit-focused copy that built trust and reduced purchase anxiety without sacrificing credibility.
- **Strategic conceptualization.** Conceptualized rotating headline feature and interactive symptom selector to address multiple pain points and enhance user engagement beyond standard copywriting execution.
- **City Concrete LLC (homepage redesign).** Leading homepage redesign combining copywriting and design to modernize digital presence for construction company serving commercial and residential clients.

#### **City Concrete LLC**

*Contractor*

Manassas, VA

April 2025 - August 2025

- **Data management systems.** Created dynamic tracking spreadsheets and data management systems to streamline employee information and support real-time workforce analysis.
- **Process documentation.** Developed comprehensive documentation for operational processes, ensuring clarity and consistency across systems and workflows.
- **Operational analysis.** Analyzed operational data to identify inefficiencies and recommend cost-saving solutions, demonstrating analytical thinking applied to business problems.

#### **Wood and Iron LLC**

*Assistant General Manager*

Richmond, VA

February 2023 - April 2025

- **Sales strategy development.** Developed and executed targeted sales strategies based on customer insights to drive revenue growth, move inventory, and build repeat business.
- **Revenue analysis & reporting.** Analyzed daily, weekly, and monthly performance metrics to identify trends and inform data-driven business decisions.
- **Client relations.** Cultivated strong vendor relationships and negotiated pricing agreements that improved profit margins through effective stakeholder management.
- **Customer retention & loyalty programs.** Implemented customer loyalty programs that increased repeat business and long-term retention by understanding customer behavior and motivation.
- **Operations & leadership.** Managed team of 10+ employees through strategic scheduling, comprehensive training, and performance management.

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## **Education**

### **Virginia Commonwealth University (VCU)**

*Bachelor of Arts, English Language and Literature | GPA: 3.7 | December 2022*

- Editor, Plain China (National Undergraduate Literary Anthology)