

Amany Alassi

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Midtown, Khan Younis

Summary

Having a good experience in improving your website ranking on Google search engine. Worked to improve visibility for several sites, which made me the leader of major projects. My passion and constant love for this field has led me to improve it for the better through my use of appropriate strategies and algorithms.

Experience

Koora Online

Search Engine Optimization Specialist - Freelance

01/2021 - Present

- Assist in the implementation of international Search Engine Optimization strategy for Iron Mountain on North American and other markets
- Work on projects that support SEO for Iron Mountain's suite of more than fifty websites across the world
- Perform keyword research, update and optimize content and collaborate with other teams to create high-quality, SEO friendly website content
- Maintain backlink profile and identify link building opportunities

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SEO Strategist - Freelance

01/2021 - 09/2021

- Gathering, classifying, organizing, and managing keywords through various tools and techniques.
- Ensuring website pages are properly indexed in or excluded from search engines.
- Hands-on management of on-page SEO including content optimization, meta-data optimization, and SEO-friendly site architecture.
- Develop and implement link acquisition strategies from a wide range of sources using outreach, content syndication, digital asset development, paid advertising, etc.

Rowad Platform

SEO Manager - Freelance

06/2020 - 12/2020

- Implement organic growth strategy across entire DocuSign product portfolio and achieve SEO targets
- Partner with cross functional teams to execute respective components of the plan
- Stay on the cutting edge of SEO for on page, mobile and technical optimization opportunities to drive continuous improvement

Sveriges-Verklighet.se

SEO Specialist - Freelance

01/2020 - 07/2020

- Analyze search traffic and keywords, including competitor and organic, to develop SEO strategies.
- Work with the Marketing team to analyze usage data and report.
- Manage implementation of Google Analytics, Tag Manager, A/B testing, and other related business tools.
- Own SEO initiatives, identify strengths and weaknesses, and provide plans to improve performance.

Be Fashionista

Search Engine Optimization Analyst - Gaza, Gaza

02/2019 - 12/2019

- Analyze website architecture, content, linking and other factors to identify issues and opportunities for SEO.
- Provide detailed, written recommendations to clients to improve website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Work with clients ongoing to assist with implementation of recommended changes, answer questions, develop SEO strategies, review planed projects for SEO factors, run and analyze reports, and other tasks that will drive ongoing improvement in client SEO positions.

UCASTI - Pallancer Project

Search Engine Optimization Intern - Gaza, Gaza

01/2018 - 11/2018

- Analyzeing content performance metrics across a variety of digital platforms
- Synthesizing analytical data and propose tangible solutions to improve our content's discoverability and readership
- Supporting either our editorial content team or talent acquisition team in developing and implementing changes and improvements to our digital content visibility

Education

Ba in Mathmatics

Al-Aqsa University Gaza, Gaza

06/2018

- Be able to perform basic computations in higher mathematics
- Be able to read and understand middle-level proofs
- Be able to write and understand basic proofs
- Develop and maintain problem-solving skills
- Be able to communicate mathematical ideas with others

Skills

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|-----------------------|------------------------------|
| • Microsoft office | • Marketing |
| • SEO | • SEO Tools |
| • WordPress | • Content Management Systems |
| • Content Development | • SEM |

Languages

- | | |
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| • English | • Arabic |
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References

Availabe Upon Request