
Amany Alassi

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Midtown, Khan Younis

Summary

Having great experience in boosting your social media accounts using sponsored ads. Worked to improve visibility for several sites and social channels, which made me the leader of major projects. My passion and constant love for this field have 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

Mohtawa co

Digital Marketing Specialist - Freelance

01/2021 - 09/2021

- Planning and day-to-day management/optimization of digital media campaigns including Search engine marketing paid social, and Display.
- Scope and lead implementation of third-party analytics and management tools including Google Analytics, google console, Facebook Pixel, etc.
- Assist with the development of creative briefs, collaborating on creative production, and building distribution plans comprised of contextual placement, targeted buys, retargeting, search remarketing, etc.
- Develop A/B and multivariate testing programs for clients including banner creative, ad text, and email subject lines.

Rowad Platform

Digital Marketing Professional - Freelance

06/2020 - 12/2020

- Maintains day-to-day scheduling of all marketing campaigns.
- Ensures all campaigns are sent in the proper form and template.
- Ensures all emails sent out are user-friendly on multiple platforms (including mobile).
- Assigns and controls all list segmentation for all marketing campaigns under the direction of the Marketing Manager.
- Delivers all email marketing campaigns as set forth by the Marketing Department.

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

- | | |
|-----------------------|------------------------------|
| • 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

