

Safaa Abdou

SEO Specialist /YouTube SEO Specialist /Junior Digital Marketing Specialist

CONTACT



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PROFILE

SEO Specialist & Digital Marketing Specialist with experience in Content Creation. I have a good knowledge of on-site SEO and Off-site SEO, build internal links and external links also analytics your business to identify weaknesses, build and implement best SEO Strategies to improve performance across Social Media Channels and Search Engines. Provide quality content that builds a good relationship with your visitors and make them customers.

Manage campaign to get high results, using helping tools (free & paid) to get the best keyword and check your competitors to know their top page and rank your business within search engine results.

Experienced in many SEO Tools: Ahrefs, Moz, Ubersuggest, SEMrush, Screaming

EDUCATION

BA of Education in English

Aswan University

2008-2012

SKILLS

PROFESSIONAL

Technical SEO

SEO Audit

SEO Strategy

On-Page SEO

Off-Page SEO

Marketing Strategy

Link Building

YouTube SEO

Google Ads

Marketing Research

Email Marketing

Social Media Marketing

EXPERIENCE

SEO CONTENT WRITER

Urtrips website |5/2019- 6/2019

- Researched to develop a thorough understanding of unfamiliar topics, competitors, industries, and processes to present new ideas within the written content.
- Write articles and Optimize Published articles for search engine results and performed additional SEO-related tasks to maximize traffic to the website.

SEO CONTENT WRITER/SEO SPECIALIST (WEB & YOUTUBE)

Private Blog at Blogger.com |1/2020- 7/2020

- Develop title tag, description of meta tags, and highlighted and added relevant links to the site.
- keyword Research using the google keyword planner, SEMrush keyword magic tool, and other helping tools to rank within Google search results.
- Create a sitemap, connect Google Analytics, Google Console, and Bing webmaster tools.
- Optimize YouTube Channel according to SEO best practice and upload videos with SEO Score 95&100 to rank on the first page.

CERTIFICATIONS

- *Edraak Certificate of English
- Conversational skills
- *Udemy Certificate
- Of Master Digital Marketing
- *Udemy Certificate of Social Media
- Marketing
- *Udemy Certification of Lead
- Generation Mastery with Facebook
- Lead & Messenger
- *Udemy Certification of Boost your
- Brand Awareness & Reach with Video
- Marketing
- *Udemy Certification of Power of Video
- & Video-based content Marketing like a
- Pro
- *YouTube SEO mini-course Certificate
- from Udemy
- *Content Marketing & SEO
- Fundamentals Certificate from SEMrush
- *Advanced Google Analytics Certificate
- *SEO: Link Building Certificate from
- LinkedIn

LANGUAGES

- Arabic ● ● ● ●
- English ● ● ● ●

SEO SPECIALIST & MARKETING SPECIALIST AS FREELANCER

Deep Dive – Diving Shop | 10/2020- 11/2020

- Conducted searches such as evaluating competitor websites to incorporate best practices and create marketing strategies to ensure optimal results
- Researched keywords using Google AdWords and other helping tools.
- Create a sitemap, connect Google Analytics, Google Console, and Bing webmaster tools.
- Managed social media campaigns and day-to-day activities, including scheduling daily posts, engaging videos.
- Edit Videos and photos according to SEO Rules.

SEO SPECIALIST & SEO CONTENT WRITER & SOCIAL MEDIA SPECIALIST

Gallery Seven Marketing | 12/2020-8/2021

- Improved organic search results by increasing the search engine results page for clients.
- Researched keywords using best helping tools to gain the most search engine traffic.
- Manage Google Analytics, Google Console, and Bing webmaster tools, Google Tag Manager, and Google business accounts.
- Managed social media accounts day-to-day activities, including scheduling daily posts, engaging videos, and stories.
- responsible for monitoring & generating traffic, conversions, keyword rankings, and reports.
- Initiated search engine optimization within each account in order to increase companies' page rank on all major search engines
- Created content to publish on client websites to increase the chance of visitors performing the desired call-to- action.
- Develop SEO strategies for clients based on keyword research, keyword strategy, competitive analysis
- Troubleshoot errors via Webmaster Tools and produced audits using Ahrefs, SEMrush, Moz, and Screaming Frog.

FREELANCER SEO&MARKETING SPECIALIST (WEB&SOCIAL)

Mirqam | 8/2021-10/2021

- Develop Title Tag, Description of Meta Tags for Web Pages.
- Create Site Audit, Keywords Map, and keyword research.
- Connect Site with Google Analytics, Google Console, Google Tag Manager, and Bing webmaster tools.
- Optimize YouTube Channel according to SEO best practice and upload videos with SEO Score 100% to rank on the first page.
- Schedule Social Posts, Create Marketing Campaigns on MailChimp, Twitter and Google according to Marketing Strategy.