

Moataz Alsansawi

mymoataz97@gmail.com
00970597207908
Shigaiah, Gaza

Summary

I specialize in the field of Search Engine Optimization (SEO & SEM) and I have extensive and sufficient experience. I love working passionately and faithfully, as well as mastering work.

Experience

Search Engine Optimization Analyst - Freelance

Marble Baj Co
01/2021 - Present

- Work with cross-functional teams to establish and implement SEO strategies for clients.
- Develop strong, trusting relationships between clients and agency partners, providing leadership and support during strategy, ideation, execution and analysis.
- Evaluate SEO performance based on key performance indicators (KPIs) on a weekly basis in order to make recommendations and alterations in a timely manner.
- Perform keyword research and monitors keyword performance.
- Manage local SEO programs individually and at scale.
- Collaborate with content strategists to incorporate keywords and searcher intent into writing.

Search Engine Optimization Specialist - freelance

Dalil Msr
06/2020 - 12/2020

- Work with the SEO and Content team to identify new opportunities to grow the organic search channel in the US
- Analyze data in partnership with global teams to understand market trends and how they fit into the broader roadmap
- Build a longer-term strategic roadmap for Square US to help achieve product growth
- Track impact of SEO and content projects to ensure SEO milestones and goals are met and provide recurring progress reports to Marketing and Product Marketing teams
- Use data to educate teams at Square on SEO and provide support when they run paid/awareness campaigns

SEO Specialist

Just Beauty for Cosmetics • Gaza, Gaza
01/2020 - 06/2020

- Works with cross-functional teams to establish and implement SEO strategies for clients.
- Develops strong, trusting relationships between clients and agency partners, providing leadership and support during strategy, ideation, execution and analysis.
- Evaluates SEO performance based on key performance indicators (KPIs) on a weekly basis in order to make recommendations and alterations in a timely manner.
- Performs keyword research and monitors keyword performance.
- Manage local SEO programs individually and at scale.
- Collaborates with content strategists to incorporate keywords and searcher intent into writing.

Search Engine Optimization Intern

Ucasti - Pallancer Project • Gaza, Gaza
08/2019 - 12/2019

- Perform ongoing keyword discovery, expansion and optimization
- Develop and implement link building strategy
- Communicate promptly with clients and requests
- Work with SEO team to drive content strategy (e.g. creation and optimization)
- Recommend changes to website architecture, content, linking and other factors to improve search visibility
- Collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in SEO campaigns

Skills		
	• SEO • Microsoft office • Content Development • Google Search Console • Salla	• SEO Tools • Digital marketing • Google Analytics • Google Marketing Platform • Zid

Education

BA in Law

Islamic University of Gaza • Gaza, Gaza
07/2019

- Demonstrate the ability to identify and understand key concepts in substantive law, legal theory, and procedure;
- Have the ability to write a competent legal analysis and effective transactional documents;
- Demonstrate the ability to conduct legal research;
- Demonstrate communication skills, including oral advocacy and negotiation skills;
- Demonstrate familiarity with the rules of professional ethics;
- Demonstrate professionalism consistent with the legal profession's values and standards;

Languages		
	• Arabic	• English

References

Availabe Upon Request