

Hala Qrenawe

hala.qrenawi@gmail.com / +972 59-924-5954 / Middle Gaza , Gaza

Summary

Passionate digital marketer and Search Engine Optimization Specialist. Able to help you to reach your business on its proper destination. Can provide high quality and 100% original work. Great communication skills. Hard work and my ability to give support to you and advice's

Experience

SEO Specialist and Content Writer - Freelance

Msdar News

01/2019 - Present

- Manage all aspects of client SEO programs, including keyword research and page optimization, content strategy, local SEO, technical optimization and authority development.
- Develop SEO strategies that support client business goals including identifying and addressing site enhancements such as optimized meta data, structured data markup, internal linking, page speed and site architecture.
- Plan and execute programs to support visibility in local rankings, including Google My Business optimization and local website pages.
- Measure results of SEO implementations using tools such as Google Search Console, Google Analytics and SEMRush. Prepare monthly reports for clients and communicate insights.

Digital Marketing Specialist

Global For Development and Training

08/2020 - 08/2021

- Develops and executes the digital user experience strategy for foundation donors and prospects to ensure the customer experience supports and advances business objectives.
- Plans and implements website, email and social media marketing campaigns that support broad-based constituency development strategies and build relationships with the Foundation's online communities.
- Works closely with communication team members and leadership to lead the strategic planning, management, and tactical execution of the brand and voice across relevant digital channels and platforms.
- Collaborates with team members to plan, manage and write editorial content for web, digital, mobile, video, event and other communications channels to support fundraising goals.
- Deploys digital analytics and optimization strategy across all channels to identify opportunities for improvement through data-driven insights and tracking against KPIs; maintains a clear understanding of target audience goals, expectations, values and customer journeys.
- Operates under general guidance and work assignments are varied and require interpretation and independent decisions on course of action.

SEO Manager and Content Writer - Freelance

Promediaz

03/2019 - 12/2020

- Monitor search algorithms set by search engines to keep up with trends and changes in the SEO landscape
- Work with the Marketing Manager to develop and integrate content marketing strategies
- Drive targeted and loyal traffic to our educational course through effective community-building on platforms and search engines

- Continually check search terms, rankings and analytics to monitor the performance of websites and make recommendations for improvement

Search Engine Optimization Analyst

Mattabat

07/2018 - 02/2019

- Analyze search traffic and keywords, including competitor and organic, to develop SEO strategies.
- Manage implementation of Google Analytics, Tag Manager, A/B testing, and other related business tools.
- Provide technical recommendations to ensure that our content isn't held back in rankings.
- Monitor ongoing updates and help publish new content to make sure SEO is always part of the publishing process.

Search Engine Optimization Specialist - Freelance

Albasmah Aljawhariah

01/2018 - 06/2018

- Continuously optimize web content to send strong search relevancy signals to search engines.
- Write and edit engaging web content that satisfies the search intent of our readers.
- Identify solutions to technical issues preventing search engines from receiving strong search relevancy signals.
- Analyze reports about Search Engine Optimization performance using a variety of Enterprise-level marketing platforms and tools.
- Partner with extended team members (creative, merchandising, analytics, third-party vendors) to develop cross-department initiatives and ensure stakeholder alignment.

Search Engine Optimization Intern

UCASTI • Gaza, Gaza

03/2017 - 12/2017

- Implement search engine optimization for online content as part of the larger strategy for successful sites.
- Uses established processes to implement SEO strategy.
- Assist in analysis of search term trends related to a client's brand terms and local non-brand terms and create a keyword map.
- Assist in the start-to-finish implementation of onsite content and technical optimizations in content management system.
- Assist in setup Google Search Console, Bing Webmaster Tools and SEMRush accounts

Skills

- | | | |
|--------------------|--------------------------|------------------------------|
| • SEO | • SEO Tools | • Microsoft office |
| • Marketing | • Social media marketing | • Digital marketing |
| • Management | • WordPress | • Search Engine Optimization |
| • Google Analytics | • Google Search Console | • Google Ad Manager |
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Education

BA in Business Administration

Gaza Training Center (GTC) • Gaza, Gaza

06/2017

- Understand diverse cultural perspectives and apply general business knowledge in the global market
 - Identify and evaluate ethical, social, and environmental impacts in business
 - Articulate ideas persuasively and logically and collaborate with others toward a common goal
 - Utilize analytical skills to devise innovative and creative solutions to problems
 - Integrate core concepts and theories across functional areas of business
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Languages

- English
- Arabic



References

Available Upon Request