

Dalia Harazin

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Dalia a SEO Specialist, App marketing and Ecommerce Marketer. I have an excellent experience in developing the websites and blogs based on SEO basics, preparing SEO plans related to website SEO score and google algorithms, find good Keywords, participating and implementing On-page and Off-Page studying and analyzing audience concerns and Experienced with SEO on different content management systems.

Experiences

Teacher Assistant | Al-Azhar University

(25/9/2021 – Until now)

Responsibilities:

- Java programmer lab teacher.
- Introduction of programming (C-language lab) teacher.
- Assembly lab teacher.

Remote Digital marketer (SEO) | Pigee

24/12/2021 – Until Now

Pigee A revolutionary shopping app for the exceptional shopaholic. Buy what suits you. Ship the purchased items home.

Responsibilities:

- Searching and analysis keyword and trendy topics.
- Entering articles on the website and checking them.
- improving SEO for the main website and subdomains.
- social media post titles and schedule them on later platforms.
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Digital Marketer & UXUI designer | Dash

01/03/2021 –

(full-time)

Dash is a leading digital company that builds business and brings new ideas to life with absolute success

Responsibilities:

- Manage Social Media Accounts (Linked In, Twitter, Instagram, Facebook).
- Designs the apps and websites according UX criteria's.
- Digital marketing plan use SOSTAC and execute it.

Freelance SEO-App Marketing | Upwork, Freelancer

18/10/2020 – (As needed)

Check out my [Upwork account](#)

Check out my [Freelancer account](#)

My Services:

- Strategic Planning and building marketing plans using the SOSTAC Framework
- Content Marketing
- Mobile App Marketing
- Growth Marketing
- Ecommerce Marketing
- B2B digital Marketing
- Pay-Per-Click
- Social Media Marketing
- Email Marketing
- SEO and SEM
- Data Analysis
- Basic Design Skills
- Creative Problem Solving
- Storytelling
- Project Leadership

VOLUNTEERING

Digital marketing | NewLine

I trainee as a digital marketer in New Line

Trainer of programming | Shaaban Al Rayes School

Training of 9th and 10th graders on the smart phone application programming program (App Inventor), The students programmed many applications.

Android developer | In save youth future society (SYF)

Participated as an Android developer in the social innovation camp to create applications to solve the problems of people with special needs and completed with the team to apply the best road application.

Trainer | Toptech

For web designs and soft skills.

EDUCATION AND TRAINING

Soft skills training with Education for Employment (Maan & Fhakoora)

1/1/2022–20/1/2022

Course outlines:

- Personal Qualities & Work Ethic
- Problem Solving and other Cognitive Skills
- Interpersonal and Teamwork Skills
- Oral Communication Skills

Internship of digital marketing | Octohubs (Turkish Company)

1/8/2021–1/10/2021

This is a paid course with trainer Hanan Khashan in Turkey. She prepared a training plan that suits my personal skills, and it targets all e-marketing skills.

Course outlines:

- How to plan digital marketing strategy using SOSTAK platforms
- Content marketing
- Organic search marketing and Search engine optimization
- Paid search marketing
- B2B Digital marketing
- Social media advertising
- Mobile App Marketing
- Personalization Marketing

Freelancing At Gaza Sky Geeks

9/2020–11/2020

Freelancing outlines:

- Using freelancing platforms to get jobs and start selling my services.
- Using social media platform to sell my service and build my relationship works.
- How to write and submit a winning proposal.
- The basics of content writing and marketing.
- Using tools to enhance the writing such as Yoast SEO.

Induction to the Fundamental Skills and Qualities of Civic Leadership in Inform Institution

1/2018

Art OF Dialogue and facilitation training in Al Nayzak Institution.

Bachelor Degree in Computer Science | Al Azhar University

[11/07/2017 – 14/10/2021]

LANGUAGE SKILLS

Mother tongue(s): Arabic

Other language(s): English (Advanced)

RECOMMENDATIONS

Hanan khashan (trainer of digital marketer):

Position: Ecommerce Growth Marketing Manager | Content Marketing Strategist | Digital Marketing Trainer

Mobile number: +905525299823

E-mail: hanan.khashan@gmail.com

Jamila shrafi (Fakhoora program officer)

Position: Fakhoora program manager

Mobile number: +972599770358

ORGANISATIONAL SKILLS

- Leadership skills gained as a Blue coding team Manager.
- Problem-solving skills and finding solutions for clients' challenges gained as a Freelancer.
- Creating and keeping deadlines skills gained as a Freelancer.
- Goal-setting skills gained as a SEO Manager and Marketer.
- Decision making skills gained as a team leader.

JOB-RELATED SKILLS

- brainstorming ideas for events.
- marketing and press teams to boost the organizations public profile.
- planning the logistics of events.
- coordinating invites and sending out correspondence.
- writing press release.
- Data input and follow up the inquiries of the audience.
- necessary administration and record-keeping, managing teams of assistants and volunteers.
- coordination and management by using RSI platforms such as Teams, WebEx, Interprefy, Kudo, Zoom, and Voiceboxer.
- post event evaluation and feedback forms, surveys etc.
- Ability of learning new techniques, skills, programs by reading and courses.
- Deal with search skills and data analysis very well.

SEO and Social Media Tools:

- Google Search Console
- Google Analytics
- Google Tag Manager
- Google Keyword Planner
- Google Trends
- SEMrush Analysis
- Similar Web Tool Analysis
- Woorank
- Screaming Frog Suite
- SeoSite Checkup
- Buffer
- SocialBu