



Address:
Gaza – Palestine



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Professional Skills

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Keyword Research & Analysis
- Link Building
- Technical SEO

Professional Tools

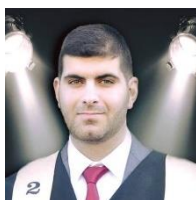
- 🔖 Ahrefs
- 🔖 SEMRush
- 🔖 Majestic SEO
- 🔖 WooRank
- 🔖 Moz
- 🔖 Keyword Planner

Technical Skills

- SEO content strategy
- Google Analytics
- Google Search Console
- Google Tag Manager
- Google My Business
- Market Research & Strategy
- Search Engine Marketing

Analytic Skills

- Link building strategy
- Competitive SEO analysis
- In-depth keyword research
- Empathetic analysis
- Sitemap Creating
- Checking broken links



Mohanned AlKhateeb

SEO Specialist & Advertiser

"Able to Multi-Task and Thrive in a Fast-Based Environment"

PERSONAL PROFILE

Demonstrated success in improving customer engagement and client visibility in website searches with effective search engine optimization strategies. Innovative with distinct ability to create and implement effective strategies to meet business KPIs.

WORK EXPERIENCE

SEO Specialist

Al-Wefaq

- Analyzed traffic and conversion trends and developed strategies to improve traffic.
- Planned, implemented and maintained successful SEO strategies.
- Tracked website analytics and reported findings to clients.
- Analyzed and monitored engagement processes to determine site glitches.
- Identified trends through assessment of competitor activities.
- Monitored metrics such as redirects, click and bounce rates and other KPIs to proactively optimize campaigns.

(Freelancing)

February 2019 –February 2021

SEO Specialist & Advertiser

Enaya Wa Ehtemam Store

- Social Media Marketing
- Handled all aspects of business, including accounting, purchasing and web design.
- Presented to executive team on SEO progress to inform business decision making.
- Provided optimization of web page titles, URLs, structured data, SEO copy editing and sitemaps
- Performed site evaluations, customer surveys and team audits.
- Marketing Strategy
- ROI Calculation

(Freelancing)

February 2021 – June 2022

SEO ANALYST

Naktob Agency

- Provided optimization of web page titles, URLs, structured data, SEO copy editing and sitemaps.
- Presented to executive team on SEO progress to inform business decision making.
- Performed keyword research and competitive analysis to identify effective strategies to meet client goals.
- Developed SEO strategy, defined goals and prioritized tests and projects.
- Executed SEO functions such as keyword research, data collection, link optimization and site auditing.

June 2022- Oct 2022

Personal Skills

- Critical Thinking
- Analytics Skills
- Data Skills
- Utilize Structured Data

Computer Skills

- Microsoft Office
- Canva
- Slack & Trello
- Google Documents & Sheets

WORK EXPERIENCE (Cont.)

Media Buyer & Advertiser

CADY One

(Freelancing)

February 2019 –February 2021

- Social Media Ads.
- Google Ads.
- Monitoring Ads Performance.
- Optimizing Ads Campaigns.
- Adjusting Marketing Campaigns.

Social Media Manager

EDRAK Center

(Freelancing)

June 2019 – June 2022

- Planning and developing social media campaigns.
- Crafting compelling content or getting it developed.
- Posting content across social media accounts.
- Engaging with customers on different channels.
- Analyzing running campaigns.
- Being on top of the latest social media trends.

Training Courses

Advanced Social Media Marketing

SEYAQ

June 2018

- Create highly optimized and high quality paid ads on all Social Media platforms
- Demonstrate how user-generated content in social media can be collected and analyzed to guide marketing strategy.
- Demonstrate the understanding of digital and social media analytics and the capability to use online analytical tools.
- Articulate specialized knowledge of digital and social media marketing in both oral and written contexts.

SEO elancer2

UCAS Incubator

June 2022

- Planning a content strategy
- Understanding search engine optimization
- Applying SEO techniques to the writing
- Knowing how to write to a specific audience
- SEO Keyword Research
- On-Page& Of-Page Analysis
- SEO Backlinking