

# **Zainab Barakat**

[Creative SEO/SEM Specialist| Google Ads]

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I'm a professional in search engine optimization with deep social media experience, and a proven ability to achieve amazing results through plays by roles, I always try to motivate my clients through my new technical ideas out of the box, provide the best content and technical optimization, the first page of Google is my target position, and help you to grow your businesses, a website without SEO is like a car without petrol, I'm Creative, insightful, efficient, flexible, well organized, motivated, and able to solve a problem I do my best to meet my client's expectations and deadlines. I look forward to discussing your project together.]

## **Education**

- [Al Quds Open University]  
[2019]
- [English language and literature]

## **Experience**

[2018] – [2019]

[SEO Expert] | [Darlina]

[Track, report, and analyze website analytics and PPC initiatives and campaigns Manage campaign expenses, stay on budget, estimate monthly costs, and reconcile discrepancies. Optimize copy and landing pages for search engine marketing Perform ongoing keyword discovery, expansion, and optimization Research and implement search engine optimization recommendations Research and analyze competitor advertising links.]

[2019] – [2020]

[On- page/ Off- page] | [saudiuber.com]

[Develop optimization strategies that increase the company's website search engine results rankings When conducting paid search campaigns, the SEO Specialist will execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI Manage the expenses of SEO campaigns, stay on budget, estimate monthly costs, and reconcile the differences.]

[2021] – [2021]

[SEO Skills] | [SOHOPY]

[Work with the development team to ensure SEO best practices are properly implemented on newly developed code Work with editorial and marketing teams to drive SEO in content creation and content programming Recommend changes to website architecture, content, linking, and other factors to improve SEO positions for the target keyword.]

## Awards & Acknowledgements

[**SEO/SEM Edrak.**]

I learned to run pay-per-click (PPC) campaigns to increase revenue through sponsored online advertising write original content for web pages - tailored for the target audience make technical recommendations to developers constantly check search terms, rankings, and analytics to monitor the performance of client websites and make recommendations for improvement engage with other businesses (affiliates) over link-building opportunities, to bring in paid commission for driving customers to their websites

## **[Search Engine Optimization UCAS.]**

I teach you to optimize website content for the best possible search engine ranking. You'll learn the theory behind Google search and other search engine algorithms; you'll also build practical, real-world skills that you can apply to a career in digital marketing or online content development, including on-page and off-page optimization, optimizing for local and international audiences, conducting search-focused website audits, and aligning SEO with overall business strategies.

## **[Google Ads Google.]**

Google ads give you control over your advertising budget. Set a monthly budget cap, and never go over it. Plus, you can pause or adjust your spending anytime

### **SEO Tools**

**1. Ahrefs**

**2. Google Search Console**

**3. SEMRush**

**4. KWFinder**

**5. Moz Pro**

**6. Majestic**

**7. Google Analytics**