

DOAA SABRA

SOPHISTICATED DIGITAL MARKETER

SKILLS

- Digital Marketing
- Social Media Ads
- Email Marketing
- Google Analytic
- Google Ads
- Search Engine Optimization (SEO)
- Keyword Research & Analysis
- Link Building
- Technical SEO
- On-page & Off-page Optimization
- SEO content strategy
- KPI monitoring - Web Analytics
- Google Analytics
- Google Search Console
- Google Tag Manager
- Google My Business
- Search Engine Marketing

OVERVIEW

A passionate digital marketer Highly motivated professional with 4 years experience who loves to make plans to introduce products or services to the right people digitally.

Able to evaluate campaigns result and manage the creative team's work and schedules.

Savvy SEO expirt that success in improving customer engagement and client visibility in website searches with effective search engine optimization strategies.

EXPERIENCE

Marketing and SEO Content Strategist

Freelancer

2018- now

- Directed Digital Marketing
- SEO content
- Email marketing campaigns

SEO Specialist stores :

Namshi Store -Tshean store - hadaf store 2019-2021

- Google Keyword Planning
- Link Building Strategy
- Web Analytics
- Technical SEO

SEO Specialist

www.taibsa.com / www.tcare.com / miyrear.com

2020- now

- Google keyword planning
- Link building strategy
- web analytics
- Technical SEO
- Managed analytics including impressions, clicks, website traffic, views, downloads, leads, et
- Writing SEO-compliant articles

SEO Specialist and Writing the content of the site

2022-now

- Writing the content of the site
- Improving the site in terms of speed and fixing errors
- Study the site and the sites of competitors
- Write medical articles proportional to the SEO
- Building internal and external links
- The focus was on the local SEO

CONTACT PERSON

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mostaqi.com/u/Duaa_sabra/portfolio

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CONT. EXPERIENCE

Social Media Marketing Specialist and Media Buyer
Mohet Co. Toshean store 2021-now

- Configure and create pages on facebook and Twitter
- Write a variety of content from product descriptions and interactive Reply to followers
- Use algorithms of each platform to reach the best and fastest increase interaction and conversion to the store

Social Media Marketing Specialist
etsfy.com tarjant.com 2021-2022

- Configure and create pages on insta and Twitter
- Write content from product descriptions
- interactive Reply to followers
- Use algorithms of each platform to reach the best and fastest increase interaction and conversion to the store
- Marketing via haraj.com

Write SEO-compliant articles
2020- now

- Writing SEO-compliant articles special medical articles for a number of medical and diverse sites
- writing specialized content for sites in both Arabic and English

Customer Service
King Ops - Ramoh Store 2021-2022

- Customer service via WhatsApp

EDUCATION

- Advanced SEO Diploma 2020 UCAS
- Advanced Diploma in E-Marketing 2018 C2C

CERTIFICATION OF COURSES

- Humanities development
- Tofel preparing course
- ICDL
- Environmental child health and nutrition
- Customer Service
- Digital Analysis
- Manage Paid Digital Campaigns
- Content Writing
- Startup Marketing
- Digital Analysis
- project management
- Electronic Products Management