

Hend Ibrahim

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[LinkedIN](#)

[Portfolio](#)

Profile:

I'm flexible, reliable, possess excellent time-keeping skills. I'm a hard worker and an expert communicator. I'm a mature team worker and adaptable to all challenging situations. I can work well in a team environment using my initiative. I have a great passion for digital marketing especially SEO. I Possess relevant professional experience gained during working in **several industries** like real estate, Interior design, Digital Marketing, Feasibility study, English Learning, Mom and Baby care products, on many platforms like Shopify, word-press, and e-e-commerce websites. **I'm responsible for** Developing optimization strategies, collecting and analyzing data and results, collaborating with the web development team, Editing content, page optimization for search engine marketing, keyword research, link building, website architecture, On-page SEO, Technical SEO, Off-page optimization. **I use** My Mind, my eyes Google Search Console, Google Analytics, Google Tag Manager, Google Data studio, SEMrush, Aherfs, Screaming Frog, and other many tools.

Work Experience:

- **SEO Specialist, [MatsMall](#)**

“Apr 2021- Mar 2022”

- Reviewing and analyzing client sites for areas that can be improved and optimized
- Preparing detailed strategy reports
- Identifying powerful keywords to drive the most valuable traffic
- Improved rankings from page 5 to Top 5 for 10+ high-competition keywords in the interior design niche.
- Writing powerful calls-to-action to convert visitors
- Filling websites and other content with effective keywords
- Writing effective SEO content for blogs, websites, and social media accounts
- Developing link building strategies
- Analyzing keywords and SEO techniques used by competitors
- Keeping updated on both white hat and black hat SEO strategies to avoid staying within search engine guidelines
- Compiling and presenting SEO guidelines
- Prepare week-over-week reports
- Closely collaborate with web development team to ensure SEO best practices are properly followed throughout website content

Key Achievements:

Reduce Bounce Rate from 75% to 12 %, Adding more values keywords to the business to rank on it in Google, Bing, Yandex, Improving Google My Business” Local Business”, Increasing the Organic traffic on the website

- **SEO Specialist, [Reiyada](#)** "September – October 2021 "
 - Conducting keyword research.
 - Write high-quality blog articles that apply SEO rules and upload them to our website using Rank Math plugin.
 - Building High-Quality Internal Links, And making A good combination of them in our articles.
 - performing Competitor's analysis using Ahrefs & SEMrush to find competing domains.
 - Make reports through Google Data Studio using sources such as Google Analytics, Google Search Console, and google sheets.
 - using Screaming Frog to perform technical SEO audits.
 - perform link-building strategies using Ahrefs and Majestic Tools.
 - Take responsibility for page optimization for search engine marketing

- **YouTube Specialist, [ENCAFE](#):** "September – October 2021 "
 - Managing ENCAFE’ YouTube Channel and SEO.
 - Creating monthly detailed reports
 - Searching for new hashtags & keywords across the different social media platforms.
 - Meeting the short, medium, and long-term plans discussed with the founder.
 - Suggesting new ideas for our YouTube content

- **Key Achievements:**
Increase impression by 11%, increase click-through rate by 44%, Increase Number of Subscribers 96 more than usual, Increase watch time 43.5 more than usual, Increase views 428 more than usual

- **SEO Specialist, [trymypriceonline](#)** “June - September 2021”
 - improved organic search rankings from page 5 to Top 5 for 10+ high-competition keywords.
 - Increase average CTR for transactional keywords.
 - Stayed up-to-date with the newest SEO guidelines and trends.
 - *Prepared month-over-month reports in an easy-to-read format*
 - *Performed competitor analysis.*

- **on-page SEO specialist, [Aqarmap](#):** “Feb 2021 – June 2021”
 - ensure that all articles fit SEO rules.

- distribute targeted keywords within the content.
- build high-quality internal links.
- use the Related keywords "Synonyms, LSI, Autocomplete" within the content.
- create the headings H1, H2, H3, H4, H5, H6.
- Write high-quality page descriptions
- create the optimum meta titles.
- create the optimum meta descriptions.
- create a friendly URL.
- ❖ **Make a successful on-page SEO for many articles in the field of real estate.**
- **SEO Specialist, [HendaGrow.com](#):**
 - Make content strategies.
 - Analyze and review the site for areas that can be improved and optimized.
 - Identify and repair technical errors & site-speed issues.
 - Improved organic search rankings from page 5 to page 1.
 - Reduced bounce rate
 - Increase average CTR.
- ❖ **Learning how to do excellent SEO strategy.**
- **SEO Content Writer, [HendaGrow.com](#):**
 - Write articles by using SEO guidelines to increase web traffic and conversions.
 - Update Site Content.
 - Prepare well-structured drafts using Content Management Systems.
 - Ensure full consistency (style, fonts, images, and tone.
- ❖ **Writing articles with SEO guidelines and adding exclusive images.**

Internship Experience

- **Medical SEO content writer, [Shafteldhon.com](#)**
 - Research and create high-quality content for the Website.
 - Verify information and check details to generate reliable content.
 - Finalize the edits of any piece of content.
 - Identify Customers' needs and insufficiencies in the content and recommend new topics.
- **Intern, [RX SEO Company](#)**
 - Learning how to make a Keyword Research.
 - Learning how to do a Competition analysis.
 - Learning how to use screaming Frog , Site Audit.

- ❖ Learning how to do Keyword Research and a Competition analysis and how to use a screaming frog.
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Professional Training

- **Advanced Google Analytics** - Google Analytics for Business
- **Google Analytics for Power Users** - Google Analytics for Business
- **SEO: Keyword Strategy** – LinkedIn
- **Writing Headlines** – LinkedIn
- **WordPress: SEO** – LinkedIn
- **Google Analytics: Spam Proofing** – LinkedIn
- **Advanced SEO: Search Factors** – LinkedIn
- **Improve SEO for Your Ecommerce Site** – LinkedIn
- **Technical WordPress SEO** – LinkedIn
- **SEO Videos** – LinkedIn
- **Mobile Marketing Foundations** – LinkedIn
- **Writing a Compelling Blog Post** – LinkedIn

SKILLS:

Technical Skills:

- ❖ **Microsoft Office:** Power point, Excel, Word.
- ❖ **Writing:** WordPress, SEO, Yoast, Rank Math.
- ❖ **Spreadsheets:** Excel, Google Sheets.

Transferable Skills:

- ❖ Analytical Skills.
- ❖ Research SEO keywords
- ❖ Understanding the search engine algorithm
- ❖ Develop and implement on-page and off-page link building strategy
 - ❖ Writing informational and reader-friendly reports
- ❖ Working knowledge of search engine optimization practices.
- ❖ Understanding of all search engines and functions as well as marketing.
- ❖ Strong communication, collaboration, and leadership skills.
- ❖ Fully comfortable operating a variety of programs, including Screaming Frog, Google Analytics, Google Search Console, Google Keyword Planner, Majestic, SEMrush, Moz, ahrefs.