



# Sara Wahba

## Content Manager

Highly creative and experienced Content Manager with over 9 years of experience crafting compelling content for various digital platforms. Adept at SEO strategies, content optimization, and engaging storytelling. Seeking to leverage my expertise in a Senior Marketing Content Manager role to drive brand awareness and achieve marketing goals.

### CONTACT



wahbasara@gmail.com



+9710566590209  
+201009472011



<https://www.linkedin.com/in/saramwahba/>

### HARD SKILLS

- Typing speed
- SEO marketing
- Google Marketing Tools
- Computer skills
- Proofreading

### SOFT SKILLS

- A good work ethic
- Team working
- Adaptability
- Perseverance
- Communication skills

### EDUCATION

**Bachelor Degree Mass  
Communication  
(Journalism Department)**

**2011 - 2015**

*Akhbar AlYoum Academy*

### EXPERIENCES

**Senior Marketing Executive | ICM.com |  
Dubai**

*Oct. 2023 - Now*

- Developed and implemented comprehensive marketing strategies to create awareness of the company's business activities.
- Supervised the department and provided guidance and feedback to other marketing professionals.
- Produced ideas for promotional events or activities and organized them efficiently.
- Managed social media platforms and company website analytics, adjusting strategies to improve traffic and engagement.
- Managed the SEO Optimization for the websites.
- Conducted market research and analysis to evaluate trends, brand awareness, and competition ventures.
- Initiated and controlled surveys to assess customer requirements and dedication.
- Maintained relationships with media vendors and publishers to ensure collaboration in promotional activities.
- Monitored the progress of campaigns using various metrics and submitted reports of performance.
- Writing webinar scripts.



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## EXPERIENCES

### Content Manager | CAPEX.com MENA | Abu Dhabi

*Nov. 2022 - Nov.2023*

- Managing all the main website's text (Copy Writing.)
- Create high-quality written content for various channels, including websites, blogs, social media platforms, email campaigns, etc.
- Writing video scripts.
- Collaborate with cross-functional teams, including marketing, design, and SEO, to develop content strategies that drive engagement and support business goals.
- Optimize content for search engines (SEO) to improve organic traffic and visibility.
- Monitor and analyze content performance metrics, making data-driven recommendations.
- Stay up-to-date with industry trends and best practices in content writing and digital marketing.
- Writing and preparing presentations.
- Set an SEO Content Plan and apply it to the websites.
- Contribute to brainstorming sessions and provide creative input to enhance content effectiveness.
- Managing the content translation and localization into Arabic and English.
- Writing the webinar scripts.

### Marketing Content Manager | Kapsys | Vienna

*March 2020 - Nov.2022*

- Managing all the main website's text and sub-companies (Copy Writing.)
- Writing optimized blog posts in English (Content Writing.)
- Set an SEO Plan and apply it on the websites.
- Managing the technical and on-page and off-page SEO.
- Set a monthly content plan.
- Monitor the website's health and ranking.
- Monitor the Google Search Console and Google Analytics.



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## EXPERIENCES

### Content Writer | eToro MENA | Abu Dhabi

2019 - 2022

- Writing SEO-optimized blog posts in English and Arabic (Content Writing.)
- Set an SEO Plan for the blog posts according to the SEO updates.
- Finding the proper Keywords for the market.
- Set a monthly content plan.
- Following up with the recent news to balance the sticking-to-the-plan and inserting-changes strategies.
- Build the content structure and insert new features into the website blog posts (Update the structure according to the SEO updates).
- Update the previous articles on the website.
- Keep the content ever-green.
- Write long-form articles about various financial topics.
- Write short bios about the companies' profiles.

### Content Writer | Itqan Dubai

2017 - 2019

- Writing optimized blog posts in AR (Content Writing.)
- Finding the proper Keywords for the market.
- Review the out-source articles and keep them SEO-friendly.
- Writing the website content.
- Writing the company profile copies.
- Writing the Ads copies.

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2017 - 2019

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## EXPERIENCES

### Content Writer | Freelance Projects | Remotely

2016 - 2017

- AI Project as a content writer for the Saudi government (NDA)
- Working at slot games as a content writer in English.
- Working at slots-o-rama as a content writer in English.

### Content Writer and Translator | Serial Translation Group | Egypt

2015 - 2016

- Working on the Translation of the Egyptian Census book and handed to the UN in Washington, DC, with JAYKA institution (Japanese) / Serial Translation Group (Egyptian.)

### Content Writer and Translator | ProfileTree | UK

2014 - 2015

- Writing and translating a variety of online commercial content.

### Journalist | Akhbar El-Yom Journal | Egypt

2012 - 2015

- Translation of many different English news into Arabic.
- Edit entertaining news and reports.
- Prepare investigations.
- Write valuable features.

### Intern Reporter | BBC MENA | Egypt

2011 - 2012

- Prepare reports and features.
- Write short stories.
- Write news scripts.