

Toka Hosny Muhamed Refaat

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Career Summary:

- Freelancer at Upwork.
- SEO Specialist at Innovalz.
- SEO senior at Tasmimak.
- Digital Marketing Nanodegree approved by the Ministry of Communications and Udaycity.
- Certified by Google Analytics and Hubspot.
- Holding Bachelor's degree in Education and Literature, History Department, Helwan University.

Professional Experiences:

upwork

- **Freelancer at Upwork.** (2022 _ Present)



- **SEO Specialist at Innovalz for digital solutions.** (2022)

❖ Duties and Responsibilities:

- Research and analyze competitors.
- Develop and implement link-building strategy.
- Work with the development team and content team to ensure SEO best practices
- Doing keyword research [Semrush,Ahrefs..]
- Doing technical SEO such as [Sitemaps_ Duplicate content issues_404_mobile-friendly]



- **SEO senior at Tasmimak.** (2021 _ 2022)

❖ Duties and Responsibilities:

- Do on_page SEO [Meta Description_ Image Optimization_ Title Tag_ Internal links_ URL optimization]
- Use Google Search Console and Google Analytics to follow the changes, increase performance, and make reports.
- Providing Recommendations to content and Designers Teams.
- Doing Competitors analysis work.
- Review technical SEO issues and do an SEO audit for the website.



- **Data Entry Internship at Sagaci Research.** (2019)
 - ❖ Duties and Responsibilities:
 - Collect data using Phone or Interviews.
 - Making daily reports.

Education:

Bachelor's degree in Education and Literature, History Department, Helwan University. (2022)

Professional Trainings:

- **The map camp 2023 consists of 6 weeks of practical training covering the following:**
(2023)

Distorted ideas and how to deal with them, measuring the extent of progress compared to the past years, building goals according to the SMART Goal model, Setting goals based on needs, tracking habits, and goals by **ClickUp**, Making the year plan, and building new habits

- **Digital Marketing Nanodegree approved by the Ministry of Communications and Udaicity covering the following:**
(2021_20222)

Building a digital marketing strategy, branding, marketing objectives, KPIs, targeted personas, customer journeys, marketing channels, content strategy, using link-building, and keywords, conducting Audit, optimizing an ad campaign, and creating an email marketing strategy.

- **Mashwary Program approved by the ministry of youth and sports and UNICEF covering the following:** (2020)

Developing young people's skills, including skills such as communication, goal setting, innovative thinking, employment skills, and small business creation skills.

- **Youth Challenge approved by the ministry of youth and sports and UNICEF covering the following:** (2020)

Developing the skills of the participating youth and training them to find creative solutions to

societal problems that serve the sustainable development goals in the fields of education, skills development, employment, and career improvement.

- **TIEC Incubator for Entrepreneurship approved by ITIDA and AUC covering the following: (2020)**

Business Model Canvas_ Market analysis and market entry strategies_ Operations and innovation management_ Marketing strategies development_ Product development_ Budget planning)

- **Active Citizen approved by Fadilia Foundation and British Council covering the following: (2020)**

provides us with tools and assistance to develop cross-cultural engagement skills to run social action projects in our local area, Develop teamwork and communication with different classes of people.

- **DICE- Egypt competition approved by British Council covering the following: (2019)**

Focused on Business Modelling, Customer Validation, Sales, and Digital Marketing.

- **Career Success Camp consists of 100 practical training hours covering the following: (2019)**

Career Planning, Team Building, Online Learning, Freelancing, Business Etiquette, Personal Branding Marketing Plan, Self Leadership, and Goal Setting.

- **General English at American Univesity in Cairo, Grade B2. (2019)**

Online Courses:

- Mangools SEO Certificate
- SEO Certificate from HubSpot Academy
- Advanced and Power Users Google analytics Certificates
- Google My Business from Google (Credential ID 105622260)
- Google Data Studio
- Digital Marketing from Google (License Number: VVB CQD WVE)
- Improve SEO for your website from LinkedIn Learning
- How to deal with your comfort zone from Udemy

Voluntary Work Experiences:

- Social Media Day Event approved by Overture and US Embassy. (2019)
- Egyptian Red Crescent. (2021)

Skills:

Language Skills:

English (upper intermediate)

Computer Skills:

Microsoft Office (Excel, PowerPoint, and Word) (Excellent)

Personal Skills: (Active Learner _ Hard worker _ Team Worker _ Punctual Person _ Good communication_ quick adaptive person)

Seminars:

- Attended “Develop Your Future” event
- Attended “She Can”
- Attended “Rise up”
- Attended “Egypt Career Summit 2020”

Personal Information:

- **Date of Birth:** 20th April 1998
- **Marital Status:** Single