

# Marwa mahmoud abd elhamed ali

📍 Al Maṭariyah, Dakahlia, Egypt ✉ seospecialist454@gmail.com ☎ 01098736579 📧 in/marwa-mahmoud-2231711b7

---

## SUMMARY

Dynamic SEO professional with 4+ years of experience driving organic growth through data-driven strategies. Skilled in content optimization, technical SEO, and team leadership with proven results in training and performance analysis.

---

## EXPERIENCE

### Head of SEO department

Salasl company

November 2024 - Present

- Trained and mentored SEO specialists for leadership roles and conducted an SEO internship program for 60+ trainees, building structured growth plans and enhancing practical skills at multiple levels.
- Directed the SEO department at Salasl Agency, overseeing strategies to improve visibility and performance.
- Managed a team of SEO specialists, ensuring effective project execution and optimization.
- Developed backlink strategies through collaborations and analytical tools to strengthen search rankings.
- Streamlined departmental processes by standardizing keyword research and content optimization workflows.

### SEO Executive

Salasl company

June 2024 - Present

- Implemented and optimized on-page and off-page SEO tactics, enhancing website rankings and organic visibility.
- Conducted technical audits and keyword research to identify opportunities for content optimization.
- Collaborated with content teams to produce SEO-driven content aligned with user intent.
- Reported on SEO KPIs to guide data-driven strategy refinements.

### Seo team leader

Salasl company

October 2023 - July 2024

- Led a team of SEO specialists, driving execution of projects that boosted organic traffic and keyword rankings.
- Directed optimization initiatives through competitor analysis and performance audits.
- Coordinated SEO integration with wider marketing campaigns to support business objectives.
- Ensured continuous strategy improvements through performance monitoring and analytics.

### Seo team leader

Azzrk company

July 2023 - October 2023

- Oversaw SEO initiatives, resulting in measurable growth in visibility and search rankings.
- Managed team performance, aligning strategies with data insights and market trends.
- Conducted audits and implemented corrective SEO measures for sustainable growth.
- Integrated SEO efforts within digital marketing campaigns to maximize ROI.

### Mid SEO specialist

Azzrk company

October 2022 - July 2023

- Executed SEO strategies to improve website relevance, authority, and keyword performance.
- Performed audits, optimized technical elements, and collaborated with writers on SEO-driven content.
- Monitored KPIs to provide actionable recommendations for ongoing enhancements.
- Supported team projects with competitive analysis and reporting.

### Junior SEO specialist

Elbat company

April 2022 - October 2022

- Applied on-page and off-page SEO practices, strengthening rankings and online visibility.
  - Conducted keyword research and optimized content for improved relevance and targeting.
  - Monitored SEO performance metrics to identify gaps and propose enhancements.
  - Assisted in technical SEO improvements to enhance site structure and crawlability.
- 

## EDUCATION

### Bachelor degree in education and science

Mansoura University • 84% ( very good with

---

## CERTIFICATIONS

---

### **Semrush Academy**

- SEO Crash Course with Brian Dean.

### **TeraCourses**

- SEO fundamentals.

### **Edraak Academy**

- The right digital presence.

### **Believers**

- Seo Expert.

---

## **SKILLS**

**Hard Skills :** SEO (On-page, Off-page, Technical) - Keyword Research & Analysis - Content Optimization -Organic Traffic Growth - Data Analytics - Search Engine Optimization.

**Tools & Software :** Microsoft Word, Excel, PowerPoint , Google Analytics, Google Search Console, Ahrefs, SEMrush, Screaming Frog .

**Soft Skills :** Time Management , Problem Solving , Leadership & Team Management, Cross-Functional Collaboration, Customer Service , Business English.

---