

MERNA MAMDOUH

✉ merna96mamdouh123@gmail.com ☎ 01123549980 📍 El Mansoura, Egypt 🌐 لينكد إن

PROFILE

Senior SEO Specialist with over two years of experience in Search Engine Optimization and digital marketing. Experienced in developing and executing SEO strategies for e-commerce and service-based websites across multiple platforms including WordPress, Shopify, Zid, Salla, and Fathershop. Skilled in keyword research, on-page SEO, technical SEO, backlink building, and performance analysis. Strong background in managing SEO workflows, organizing team tasks, and preparing detailed performance reports. Previously worked as a Digital Marketing Account Manager and gained valuable customer service experience at Western Union in Turkey. Fluent in Arabic and Turkish with strong communication and analytical skills.

WORK EXPERIENCE

Senior SEO Specialist Tar Company 2025

- Develop and implement comprehensive SEO strategies to increase organic traffic and search engine visibility.
- Conduct keyword research and competitor analysis to identify ranking opportunities.
- Optimize website content, metadata, internal linking, and technical SEO elements.
- Monitor website performance using Google Analytics, Google Search Console, and Ahrefs.
- Collaborate with content teams to produce SEO-optimized articles and landing pages.
- Manage SEO tasks within the team and ensure smooth workflow.
- Prepare daily, weekly, and monthly performance reports.

SEO Team Leader Azrak Digital Marketing Agency 2023

- Managed SEO campaigns for multiple clients in different industries.
- Conducted keyword research and developed SEO content strategies.
- Implemented on-page SEO and technical SEO improvements.
- Built backlink strategies and handled off-page SEO activities.
- Organized team tasks and tracked project progress using spreadsheets.
- Delivered performance reports and optimization recommendations.

Digital Marketing Account Manager Daad Digital Marketing Agency 2022

- Managed client accounts and maintained strong professional relationships.
- Coordinated digital marketing campaigns between clients and internal teams.
- Monitored campaign performance and ensured client satisfaction.
- Assisted in planning and implementing digital marketing strategies.

Customer Service Representative Western Union – Sakarya, Turkey 2021

- Assisted customers with financial transactions and money transfer services.
- Provided customer support and resolved issues efficiently.
- Developed strong communication and problem-solving skills.

Freelance Turkish Translator 2020

- Translated articles from Arabic to Turkish and from Turkish to Arabic.
- Translated academic articles and graduation projects.
- Collaborated with a university admission center in Istanbul to translate official documents.
- Lived in Turkey for six years, gaining strong linguistic and cultural knowledge.

EDUCATION

Bachelor's Degree in Turkish Language Faculty of Arts 2021

Sakarya University – Turkey

- Specialized in Turkish language, linguistics, and translation studies.

- Gained strong linguistic and cultural expertise through academic training and extended residence in Turkey.

SKILLS

- Search Engine Optimization (SEO)
- Keyword Research
- On-Page SEO
- Technical SEO
- Off-Page SEO
- Backlink Building
- SEO Content Strategy
- SEO Blog Writing
- Website Optimization
- Competitor Analysis
- Performance Reporting
- Digital Marketing Strategy
- Team Management
- Task Organization
- Client Relationship Management

TOOLS

Google Analytics | Google Search Console | Ahrefs | SEMrush | Moz |
Screaming Frog SEO Spider | Google Sheets

PLATFORMS

WordPress

Shopify

Zid

Salla

Fathershop

LANGUAGES

Arabic – Native

Turkish – Fluent

English – Professional Working Proficiency

QR CODE

