

PROFILE SUMMARY

Results-driven Senior SEO Specialist with 7+ years of experience optimizing enterprise e-commerce platforms, news outlets, and SaaS websites across the GCC / MENA region. Expert in technical SEO, site architecture, Core Web Vitals, and AI Search / AI Overview (GEO) optimization. Proven track record using GA4 and GSC to drive revenue, crawl efficiency, and site health

SKILLS & LANGUAGES

CORE TECHNICAL	STRATEGY & GROWTH	TOOLS & STACK	ANALYTICS & AI
Technical SEO & Audits	On-Page SEO	Screaming Frog & Sitebulb	GA4 & Search Console
Structured Data (Schema)	Off-Page SEO	Semrush & Ahrefs	AI Search (GEO / AIO)
Crawl Budget Optimization	Content Writing & Strategy	Python & Automation Scripts	Data Analysis & Reporting
International & Local SEO	Keyword & Competitor Research	HTML , CSS & JavaScript	Looker Studio & GBP
Core Web Vitals (CWV)	E-Commerce SEO Services	Python & Automation	
Oracle			

Arabic: Fluent English: Proficient

WORK EXPERIENCE

- Senior SEO Specialist & Technical Strategist

05/2025 – Present

United Arab Emirates

Level Shoes

 - Direct technical SEO strategy, site architecture, and crawl efficiency for an enterprise catalog featuring 1M+ indexed pages and multi-language setups, driving a 30% increase in organic revenue.
 - Build custom Python and LLM-powered pipelines (Claude, ChatGPT) to automate JSON-LD structured data validation (Product, Organization, FAQ schema), cutting manual technical audit and execution time by 40%.
 - Take full strategic ownership of technical roadmap priorities, authoring developer briefs for HTML , CSS , and JavaScript rendering improvements to resolve Core Web Vitals bottlenecks.
 - Proactively surface site performance risks and indexation anomalies before client stakeholders notice, defending technical solutions on strategic calls.
- Senior SEO Specialist / Strategic Consultant

04/2024 – Present

United Arab Emirates

Dr. Nutrition

 - Own end-to-end AEO / GEO (Generative Engine Optimization) and organic growth strategies across multi-regional GCC markets, delivering 110% growth in AI discovery and LLM brand citation rates across ChatGPT and Perplexity.
 - Execute site architecture and on-page SEO optimizations, analyzing multi-million row GA4 datasets with SQL/Python to boost retail product indexing by 30%.
 - Direct the SEO Content Specialist on keyword research gaps, E-E-A-T signals, and semantic entity structuring to improve content architecture and organic revenue by 22%.
 - Lead Local SEO execution across regional stores by optimizing Google Business Profiles (GBP), fixing NAP inconsistencies, and implementing localized Schema markup to capture "near me" AI search queries.
- Senior SEO Specialist & Account Lead

PART TIME

10/2024 – 05/2025

Egypt & UAE

Sequence

 - Served as primary client account lead for service and real estate portfolios; led monthly strategy calls, presented performance reports, and handled client escalations with clear, persuasive communication.
 - Resolved complex site architecture and canonicalization bottlenecks across multi-domain accounts, resulting in a 27% surge in qualified organic leads.
 - Managed execution workflows between content creators and web developers, reviewing and QAing on-page SEO fixes, metadata, and developer tickets prior to deployment.
- Senior SEO/SEM Specialist

FULL TIME

07/2024 – 11/2024

United Arab Emirates

Digitalizer

 - Orchestrated combined technical SEO site health initiatives and paid search strategies, accelerating cross-channel digital marketing traffic by 25%.
 - Conducted comprehensive site architecture and competitor content gap audits using Screaming Frog, Ahrefs, and Google Search Console.
- SEO Team Lead

FULL TIME

07/2023 – 07/2024

Saudi Arabia

DAAD Agency

 - Led agency SEO team across client projects in Saudi Arabia, overseeing vendor management and establishing technical audit workflows in Ahrefs and Semrush to achieve top SERP rankings for 80% of client accounts.
 - Ran comprehensive website audits to identify areas of improvement and implement optimizations.
 - Provided SEO training and mentorship, increasing team efficiency and effectiveness by 25%.

• **SEO Specialist** FULL TIME

02/2021 – 01/2023

Akhbarak News

Egypt

- Managed crawl budget, canonicalization, and technical indexing pipelines for a high-volume publisher platform with over 2M+ indexed pages, driving a 40% organic traffic increase across high-competition categories.
- Reduced Website bounce rate from 80% to 42%, improving user engagement and session duration.

• **SEO Content Writer** PART TIME

02/2019 – 02/2021

Ngmisr

Saudi Arabia

- Wrote, edited, and published content for all news categories, increasing page views by 15%.
- Used keyword research to identify new events, boosting article relevance and traffic by 12%.
- Increased traffic by more than 10% through strategically optimized articles based on keyword research.

EDUCATION

Bachelor Degree in Civil Engineering

M.E.T Academy · 2013 - 2018

CERTIFICATIONS

Google Digital Marketing and eCommerce.

Udacity Nano-degree Advance Digital Marketing.

Google Analytics Certification.

Google Ads Certification.

SEMRush SEO Certification.

Hubspot SEO Certified.

Hubspot Content Marketing Certification.

Hubspot Social Media Marketing.