



Marwa El halabi

Social Media Content Creator

Digital Marketing Executive (SEO) And Social Media Content Writer (English and Arabic) with over 6 years of successful experience in Google Webmaster Tool, Google Ad Words and Google Analytics. Recognized consistently for performance excellence and contributions to success in the Digital Marketing industry

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📍 Sharjah, United Arab Emirates

WORK EXPERIENCE

Social Media Executive

Mother And Fetuses Medical Center

01/2024 - Present

Sharjah, UAE

Achievements/Tasks

- Managing queries and messages, replying to people and engaging with audiences.
- scheduling and deliver messages through an up-to-date content calendar.
- Creating strong written posts that have excellent grammar, spelling And keywords that grab the attention of the audience .
- Creating Content.
- Designing posts on canva.

Social Media content creator

Sustainable Minds (Freelance)

10/2022 - Present

United Arab Emirates

Achievements/Tasks

- Perfectly translate English content document to Arabic For Ad copies and Social Media campaigns.
- Proofread and edit blog posts before publication
- Contributing ideas for pitches and campaigns.
- Ability to draft original Arabic content / press releases.
- Create meaningful content.

Senior Search Marketing Executive

Global Media Insight

09/2017 - 09/2022

Sharjah, UAE

Achievements/Tasks

- Search Engine Optimization, Monthly Reports On Performance statistics for Clients.
- Identifying Powerful Keywords To Drive The Most Valuable traffic
- Lead SEO projects for client partners from end to end, always ensuring top quality deliverables are achieved within agreed timeline.
- Overseeing Campaigns And monitoring them, maximizing online marketing opportunities and managing clients and campaigns traffic and leads.
- Creating and maintaining positive content for client websites.
- Optimize Copy And Landing Pages For Search Engine marketing.
- Recommend Changes to Website Architecture, content, linking, and other factors to improve SEO positions for target.

SKILLS

Keyword Research & Analysis

On-Page SEO Optimization

Off-Page SEO Strategies

Content Creation

Content Management Systems

LANGUAGES

Arabic

Native or Bilingual Proficiency

English

Full Professional Proficiency

EDUCATION

Bachelor in Broadcasting Media
University of Sharjah
2014

Certificate

Google Analytics 2019
Google Partners