



# Marwa El halabi

## Social Media Specialist

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