

Noura Nasser Mohamed Youssef

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Professional Summary

Senior SEO Content Specialist and Content Strategist with over 8 years of experience creating content strategies, driving organic traffic, and leading cross-functional editorial and production teams. Proven track record in keyword strategy, on-page SEO, technical SEO, and AI-assisted content workflows.

Core Competencies

- **SEO & Content Strategy:** Technical SEO Audits, Keyword Research & Content Planning, On-Page & Off-Page Optimization, Editorial Calendar Planning and implementation, Content Audits.
- **Tools & Analytics:** Ahrefs, SEMrush, Google Analytics, Google Search Console, Meta Business Suite, Trello, Asana.
- **Execution & Leadership:** Editorial Team Leadership, AI Tool Integration (Generative AI), Cross-Functional Collaboration, Content Localization & Translation.

Professional Experience

Pixelologic Media

Project Coordinator | *Present*

- Helped Improve cross-departmental communication and resource alignment to ensure deadlines are met and protect projects from risks.

NR Elhadedy Architects

Freelance Content Creator | *November 2025 – February 2026*

- Managed end-to-end B2B content execution, producing digital assets (video, graphics, copy) optimized for social channels and architectural portfolio visibility.
- Integrated generative AI tools for image and video creation per leadership request, accelerating production cycles without sacrificing quality standards.
- Tracked performance and generated LinkedIn analytics reports, delivering data-driven insights to refine search visibility and audience engagement.

Hana Store

Marketing Officer | *November 2024 – January 2026*

- Coordinated end-to-end marketing operations, aligning content schedules, video production, and site update deployments.

VGlobal Immigration Inc.

Content Strategist | *November 2023 – April 2024*

- Discussed SEO requirements with the web developers to establish backend search optimization standards for the site launch.
- Designed visual assets and copy, maintaining a consistent brand identity across social platforms and web publication channels.

Casita - Your Student Home

Inbound Marketing Manager | *June 2022 – October 2023*

- Directed end-to-end inbound marketing operations, leading multiple teams, including SEO, Social Media, Content, Email Marketing, and Design.
- Acted as primary project coordinator to Engineering, prioritizing and resolving technical SEO backlog items and system bugs with web developers.
- Standardized department KPIs, content creation workflows, and marketing automation to drive organic growth.

SEO Content Team Leader and Data Entry Manager | *January 2020 – June 2022*

- Directed overall SEO strategy, managing on-page and technical optimization reports while acting as the point of contact between content and other teams.
- Optimized cross-functional workflows, standardizing content creation workflows, and editorial briefs and calendars to align with corporate growth targets.

SEO Content Writer and Data Entry | *March 2019 – January 2020*

- Optimized organic search performance, by writing articles monthly and conducting complete on-page SEO optimization.
- Managed freelance workflows, overseeing task allocation, follow-ups, quality control, and deadline tracking for outsourced contributors.
- Led system onboarding and training, designing training sessions and documentation to coach new team members

Adekon

Freelance Writer | *July 2021 – October 2021*

- Wrote high-quality daily blog articles and SEO web copy for multiple external clients.

Hindawi Publishing

Editorial Assistant | *May 2017 – December 2017*

- Coordinated end-to-end communications for multiple manuscripts to ensure the peer-reviewed process moves smoothly and on-time.
- Executed systematic quality assurance, auditing content integrity and resolving editorial compliance issues prior to publication.

MSE for Certified Translation

Writing Team Supervisor | February 2016 – April 2016

- Supervised daily team operations, delegating writing tasks and managed editorial capacity to ensure deadlines were met.

Writer | September 2015 – January 2016

- Managed end-to-end content delivery, producing corporate briefs, articles, and PowerPoint presentations.

Education

- **Bachelor's Degree, Applied Linguistics and Translation** — Helwan University, Cairo (2009 – 2013)

Certifications

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| • itida + Gigs | 2026 |
| • LinkedIn Learning | |
| • B2B Foundations: Content Marketing | 2026 |
| • <i>LinkedIn</i> | |
| • Content Marketing Certified | 2026 |
| • <i>Hubspot</i> | |
| • Google Ads Search Certification | 2023 |
| • <i>Google Adsense</i> | |
| • Advanced Digital Marketing Nanodegree | 2021 |
| • <i>Udacity</i> | |
| • Hootsuite Platform Certification | 2021 |
| • <i>Hootsuite</i> | |