

Noura Yousef

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Content Writing Manager with 5+ years of experience driving organic traffic through content marketing strategies and SEO optimization. Adept at leading and inspiring content teams, and developing content calendars. Able to analyze data, measure performance, and optimize content for maximum impact.

EXPERIENCE

Project Coordinator

Present

Pixelogic Media, Giza

Communicate with multiple departments to finalize tasks on time

Actively prioritize quality reports, and communicate requirements to clients.

Freelance Content Creator

Oct 2025 – Jan 2026

NR Elhadedy Architects, Cairo

Created B2B content for social media, including videos, images and captions.

Marketing Officer

Nov 2024 – Jan 2026

Hana Store, Cairo

Content writing, filming and coordination for all social media platforms and the website.

Followed up with data entry member

Content Strategist

Nov 2023 – June 2024

Vglobal Immigration, Ontario

Increased LinkedIn traffic and created guidelines to improve brand visibility on LinkedIn.

Handled follow-up with the developer for the new website.

Inbound Marketing Manager

Jun 2022 - Sep 2023

Casita, Giza

Started email marketing automation efforts for the company

Helped set up the basic SEO strategies for the company

Tracked keywords and traffic via multiple tools like Google Analytics and Semrush

Increased traffic by 50% within less than a year

Freelance Blog Writer

Jul 2021 - Oct 2021

Adekon, Cairo

Wrote blog articles for multiple multilingual websites

Articles focused on different fields, including IT, travel, sports, etc.

SEO Content Team Leader

Jan 2020 - Jun 2022

Casita, Giza

Established all the groundwork for the data entry team

Set up a system for quality checking within the data entry and the content team

Improved blog traffic by 200% within 2 years

Set up all editing guidelines

SEO Content Writer

Mar 2019 - Jan 2020

Casita, Giza

Handled 50% of all the content on the website

Trained new members on the company's system

Handled multiple tasks, including data entry tasks as well as content tasks

Editorial Assistant

May 2017 - Jan 2018

Hindawi, Cairo

Handled communications for more than 100 manuscripts per month for different authors.

Freelance Translator

Mar 2016 - Oct 2019

Masreya Media, Giza

Managed to translate scripts for 3 clients in different fields, including documentaries, games and animated movies.

Writer

Sep 2015 - Jan 2016

MSE Translation Agency, Cairo

Wrote multiple blogs and PPTs for different clients

EDUCATION

Bachelor of Arts (B.A.) - English Language

Sep 2009 - Jun 2013

Helwan University, Cairo

SKILLS

Expert in: Content Writing, Copyediting, Management

Intermediate in: SEO, Email Marketing, Social Media

Basic in: Media Buying, Graphic Design

LICENSES & CERTIFICATIONS

Content Strategy for Marketers

2024

Linkedin Learning

Content Marketing and SEO Fundamentals

2023

Semrush

Google Ads Search Certification

2023

Google - 155632803

Email Marketing

2023

Hubspot Academy

SEO

2022

Hubspot Academy

Advanced Digital Marketing Nanodegree

2021

Udacity

Hootsuite Platform Certification

2021

Hootsuite