

AMEN ALY

WRITER



PROFILE

I had vast experience working on various projects while working in Digital Marketing but the one I am most proud of is YourWorldbook.com where I single-handedly launched the website, quadrupled the website's views, multiplied the number of impressions on Google tenfold, and got Google AdSense approval, all in the span of only 12 months.

EXPERIENCE

CEO AND FOUNDER

YourWorldbook

- 2021 - Present
- Database administration and website design
- Content Creation
- Webmaster

CONTENT WRITER & MANAGER

Lexia Digital Marketing OÜ

- 2021 - 2023
- Writing SEO-optimized blog posts
- Content Strategy
- Landing & Service Page Copy

SENIOR SALES

Global Marketing

- 2020 - 2021
- lead generation
- Customer Relations Specialist
- Copywriting

CUSTOMER SUPPORT SPECIALIST

Vodafone UK

- 2016 - 2016
- Handling Customers
- Data reporting
- Update CRM

TEACHER

Ampang Tuition Centre

- 2015 - 2016
- Create a Study Plan
- Test Creation
- Concept simplification

EDUCATION

BACHELOR OF MASS COMMUNICATION

Arab Academy For Science And Technology

- 2019 - 2023

CERTIFICATIONS

- **GOOGLE ADS DISPLAY**
mastery of the fundamentals of developing and optimizing effective Google Display campaigns
- **GOOGLE ADS MANAGER**
- **The Middle East News Agency**
SOCIAL MEDIA MARKETING
2022
- **National Media Authority (Maspero)**
DIGITAL MARKETING
2022

LANGUAGES

- English (Native)
- Arabic (Native)
- Spanish (Basic)
- Malay (Basic)

SKILLS

- Web Design
- Search Engine Optimization (SEO)
- Content Writing
- HTML/ Python
- Copywriting
- CMS Management (WordPress)
- Public Speaking
- Project Management Tools
- Strong Communication



+20 101 582 8925



amenaly@yourworldbook.com



49 Hammouda Mahmoud, Nasr City, Cairo



amenaly.journoportfolio.com