

# Hadeel Moussawel

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## Summary

I'm an experienced SEO specialist, writer, and copywriter with a strong background in social media and digital marketing. I create optimized content that drives traffic, engages audiences, and delivers measurable results. From blogs across diverse industries to website and landing page copy, my work combines SEO best practices with a focus on audience needs and business goals.

In addition to content writing, I have experience developing and executing digital marketing strategies, including social media campaigns. I've managed social media platforms to grow engagement, boost brand visibility, and generate leads. My approach integrates content planning, keyword research, competitor analysis, and data-driven insights to ensure impactful and efficient campaigns.

Whether it's crafting content, optimizing for search engines, or running social media initiatives, I am dedicated to helping brands strengthen their online presence and connect meaningfully with their target audience.

## Experience



### Content Manager

TalktheTalk Creative

Feb 2024 - Dec 2024 (11 months)

- Utilized AI to create SEO-focused briefs for blog content, guiding the writing team.
- Monitored project timelines to ensure deadlines were consistently met.
- Acted as the main point of contact for clients, addressing their needs and incorporating feedback.
- Generated briefs for website copy and landing page content.
- Edited and reviewed completed blogs to ensure quality and alignment with SEO goals.
- Provided constructive feedback and comments to writers for content improvement.
- Converted YouTube video content into optimized landing page copy.



### Marketing Manager

Hustle Media ME

Nov 2023 - Dec 2023 (2 months)



### Marketing Specialist

Hustle Media ME

May 2023 - Jul 2023 (3 months)



### Content Writer

AIY Expert Solutions

Mar 2021 - May 2023 (2 years 3 months)



## **Content Writer, Copywriter, and SEO Specialist**

Joint Media House

Aug 2020 - Mar 2021 (8 months)



## **Content Writer**

AIY Expert Solutions

Aug 2019 - Feb 2020 (7 months)

## **Education**

### **City University of Tripoli**

Master's degree, Civil and Environmental Engineering

2014 - 2019

## **Skills**

Business-to-Business (B2B) • Newsletters • B2B Marketing Strategy • Software as a Service (SaaS) • Ghostwriting • B2B Marketing • Thought Leadership • On-Page SEO • Off-Page SEO • Proofreading