

Hadeel A. Moussawel

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QUALIFICATIONS

SEO Specialist, Content Strategist, and Digital Marketer with 8+ years of experience in SEO, content marketing, paid advertising, and social media management. Proven ability to increase traffic, engagement, and conversions through data-driven content strategies, high-impact copywriting, and performance marketing.

Skilled in Google Ads, Meta Ads, influencer marketing, and brand positioning, with a passion for optimizing digital presence and driving measurable ROI. Strong background in client acquisition, social media management, and team leadership.

EXPERIENCE

Content Manager

TalktheTalk Creative | Feb 2024 - Dec 2024 (11 months)

- Led SEO-driven content strategy, ensuring high-quality, optimized content for diverse industries.
- Created AI-powered SEO briefs, resulting in a 30% faster content production rate and improved rankings.
- Managed editorial workflow, ensuring 100% on-time delivery of blog content, landing pages, and website copy.
- Provided detailed SEO audits and content recommendations, increasing organic traffic for clients.
- Acted as the client liaison, translating business objectives into high-performing content strategies.
- Edited and reviewed completed blogs to ensure quality and alignment with SEO goals.
- Converted YouTube video content into optimized landing page copy.

Marketing Manager

Hustle Media ME | Nov 2023 - Dec 2023 (2 months)

- Managed a team of content creators and marketing strategists, overseeing digital campaigns and social media content.
- Developed SEO-rich content strategies that increased organic reach for client brands.
- Established streamlined content creation workflows, improving efficiency and content consistency.
- Strengthened client relationships, ensuring retention and satisfaction with strategic digital solutions.
- Built and nurtured relationships with clients, understanding their needs, objectives, and expectations.
- Provided exceptional customer service by addressing client inquiries, issues, and requests promptly.

Marketing Specialist

Hustle Media ME | May 2023 - Jul 2023 (3 months)

- Acquired 5+ clients through compelling digital marketing proposals, forecast analysis, and SEO strategies.

- Conducted research for influencer marketing campaigns and facilitated brand ambassador partnerships.
- Drafted comprehensive influencer agreements & affiliate marketing program guidelines, ensuring compliance and ROI.
- Designed and launched Meta ad campaigns, achieving 100K+ reach and 100+ conversions on small budgets.
- Created quarterly social media content calendars with optimized captions, ensuring brand consistency.
- Developed brand identity guidelines to establish cohesive digital branding across platforms.
- Created and presented persuasive pitches and proposals to secure new clients and projects.
- Collaborated with designers and production teams to bring visual concepts to life for social media and marketing assets.
- Managed social media posting schedules and community engagement to maintain an active brand presence.

Content Writer & SEO Specialist

AIY Expert Solutions | Mar 2021 - May 2023 (2 years 3 months)

- Produced SEO-optimized blogs (12+ per week), ranking on Google's first page for key topics.
- Utilized tools like SEMrush, Ahrefs, and Google Trends for keyword research, backlinking, and content optimization.
- Improved domain authority through strategic link-building, driving 10K+ monthly organic visitors.
- Monitored blog performance via Google Analytics, making data-backed content improvements.
- Updated existing blogs to align with Google algorithm changes, ensuring continued relevance and improved rankings.

Copywriter & Digital Marketing Specialist

Joint Media House | Aug 2020 - Mar 2021 (8 months)

- Wrote high-converting website copy, boosting user engagement and increasing conversion rates.
- Developed compelling Meta & Google Ads copy, improving ad relevance and click-through rates.
- Executed email marketing campaigns, leading to higher open and engagement rates.
- Conducted in-depth SEO research, implementing strategies that enhanced search rankings.
- Crafted a variety of copywriting content, including slogans, taglines, and headlines that reinforced brand identity.
- Implemented backlink strategies to enhance domain authority and organic search performance.
- Collaborated with design and marketing teams to ensure a consistent brand message across all platforms.

Content Writer & SEO Specialist

AIY Expert Solutions | Aug 2019 – Feb 2020 (7 months)

EDUCATION

City University of Tripoli

*Master's Degree in **Civil & Environmental Engineering** (2014 - 2019)*