

YOUSEF HAGRASS

DIGITAL MARKETING SPECIALIST | SENIOR SEO SPECIALIST | WORDPRESS DEVELOPER

Cairo - Egypt | +201 555 6003 66 | yousef@hagrassagency.com | [My Portfolio](#)

Digital Marketing Specialist with over 5 years of experience in SEO (Search Engine Optimization), PPC (Pay-Per-Click), digital strategy, and social media marketing. Proven track record in developing and executing SEO strategies to increase organic search rankings and drive traffic. Proficient in HTML, CSS, JavaScript, PHP, and WordPress, creating optimized digital solutions and custom websites that align with business goals. Expertise in content strategy, online advertising, and audience engagement across multiple platforms. Passionate about leveraging data-driven insights to enhance brand visibility and business growth.

CORE SKILLS

- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
- Campaign Management
- Social Media Marketing
- Content Strategy
- Knowledge of graphic design
- Conversion Rate Optimization (CRO)
- WordPress Development
- HTML, CSS, JavaScript, PHP
- Brand Visibility & Growth
- Data-Driven Decision Making

PROFESSIONAL EXPERIENCE

WordPress developer | AFAQ – Health Education Company

AUG 2025 - present

As a Freelance WordPress Developer, I specialize in designing and developing custom WordPress websites for various clients, ensuring they are mobile-friendly, SEO optimized, and highly functional.

WordPress developer | Freelance work

MAY 2023 - present

As a Freelance WordPress Developer, I specialize in designing and developing custom WordPress websites for various clients, ensuring they are mobile-friendly, SEO optimized, and highly functional.

Senior Search Engine Optimization | Freelance work

JUN 2023 - present

As a Senior SEO Specialist, I have successfully led and executed comprehensive SEO strategies that increased organic traffic and improved search engine rankings for clients across various industries.

Technical Support & SEO Internship Development Director | Mohrek Agency

JAN 2025 - Jun 2025

In this role, I provide technical support to optimize SEO tools and technologies. I also manage internal training programs, guiding teams and creating strategies to improve performance. My goal is to enhance the department's efficiency by adopting the latest techniques and driving team efforts for global SEO success.

SEO Specialist | Azzrk Agency

JAN 2024 - DEC 2024

I started my career as a Junior SEO Specialist and was then promoted to Senior SEO Specialist. My tasks included analyzing stores and websites, developing SEO strategies, as well as improving the technical aspects of the site, then on-page and off-page. All these steps were implemented in parallel with the plan.

Digital Marketing Specialist | Elite Center

JUN 2023 - DEC 2023

My job duties included organizing and managing advertising campaigns, managing social media accounts, designing graphic designs, and editing videos.

Social media specialist and affiliate marketer | KATKO Page

FEB 2019 - DEC 2022

Responsible for managing social media campaigns, creating engaging content, and driving traffic through affiliate strategies to enhance brand visibility and sales, with previous experience working with Souq.com, currently Amazon, Jumia, and various other affiliate marketing companies

EDUCATION

Bachelor of Commerce

Mansoura University | 2018 - 2022

Graduated with a Bachelor's degree in Accounting from Mansoura University, with additional studies in Business Administration and Marketing. Gained comprehensive knowledge in financial accounting, management accounting, business management, and marketing strategies, providing a strong foundation for a career in finance, business, and digital marketing.

CERTIFICATIONS

- **Develop Your SEO Skills – LinkedIn Learning | September 13, 2025**

Learned advanced Search Engine Optimization (SEO) strategies, including SEO copywriting and marketing technologies, focusing on improving organic visibility and driving online engagement.

Duration: 6 hours 38 minutes

Skills Acquired : Marketing Strategy, SEO Content Writing, Keyword Strategy, Link Building , Technical SEO

- **SEO Foundations – LinkedIn Learning | August 9, 2025**

Learned the fundamentals of Search Engine Optimization (SEO), including strategies to enhance website visibility on search engines and drive online traffic.

Duration: 4.6 hours

- **Search Engine Optimization – Edrak | 2022**

This course covers the fundamentals of optimizing websites for search engines, including key factors for ranking on Google, improving visibility through Google My Business, and strategies for boosting local search results.

LANGUAGES

- **Arabic:** Native
- **English:** Fluent