

YUSEF HAGRASS

DIGITAL MARKETING SPECIALIST | SENIOR SEO SPECIALIST

Cairo - Egypt | +201555600366 | yousefhagrass990@gmail.com | [My Portfolio](#)

I am a Digital Marketing Specialist and SEO Expert with over 4 years of experience helping businesses achieve significant growth. Over the past five years, I have successfully assisted nearly 50 clients in increasing their profits, with an average growth rate of 100%. My expertise lies in developing and executing data-driven marketing strategies, enhancing website performance on search engines, and boosting organic visibility. I specialize in integrating SEO with social media marketing, email campaigns, and PPC, delivering measurable results. With advanced data analysis skills and proficiency in digital analytics tools, I am dedicated to optimizing user experiences, managing digital campaigns, and implementing strategies that drive conversions and maximize sales.

CORE SKILLS

- SEO Strategy Development
- On-Page Optimization & Keyword Research
- Technical SEO Optimization & Website Audits
- Content Strategy & Optimization
- Backlink Strategy & Link Building
- Conversion Rate Optimization (CRO)
- SEO Analytics Tools (GA4, SEMrush, Ahrefs, etc.)
- WordPress Development
- PPC Advertising & Google Ads Campaigns
- Social Media Marketing & Paid Advertising
- Email Marketing Campaigns
- Data Analytics & Performance Tracking
- Knowledge of HTML, CSS, JavaScript, PHP
- Knowledge of Graphic Design & Video Editing

PROFESSIONAL EXPERIENCE

SEO Consultant | مؤسسة أرض الأجداد | MAR 2026 - present

Took full ownership of the SEO strategy: from initial diagnosis through to roadmap design and hands-on team oversight. The engagement began with uncovering a critical performance gap — 547K+ impressions generating less than 4,400 clicks (CTR: 0.79%) — and translating that gap into a structured, data-driven growth plan.

Digital Marketing Specialist & E-Commerce Manager | NatureDXN | MAR 2026 - present

Built and manage NatureDXN end-to-end — e-commerce store selling DXN natural health products in Saudi Arabia, with a full catalog of 72+ SKUs. Plan and execute full-funnel paid campaigns across Google, Meta, and TikTok Ads, alongside Arabic SEO and Saudi-tailored social media content. Track and optimize performance through KPI dashboards monitoring CTR, CPA, and ROAS.

WordPress developer | AFAQ – Health Education Company | AUG 2025 - DEC 2025

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.

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.

As a Digital Marketing & Affiliate Marketing Expert, I am responsible for managing and optimizing social media campaigns, creating engaging content, and driving traffic through effective affiliate marketing strategies to boost brand visibility and increase sales. My experience includes working with leading e-commerce platforms such as Souq.com (now Amazon), Jumia, and various other affiliate marketing companies. I specialize in media buying, SEO, and leveraging data-driven insights to maximize performance and achieve business growth.

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.

COURSES

- **AI and Digital Marketing Trends – LinkedIn Learning | February 12, 2026**

Duration: 1h 57m

Skills Acquired : Digital Marketing, AI for Marketing, Artificial Intelligence (AI), Marketing Strategy

- **WordPress Essential Training – LinkedIn Learning | November 22, 2025**

Duration: 2h 4m

Skills Acquired : WordPress, Development WordPress, Back-End Web Development

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

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.

PROJECTS

Results SEO :

- [Motmaina Website](#)
- [Assr Alriyada Store](#)

WordPress development :

- [Website EbdAA Elmuhtarif](#)
- [Website SAIS](#)
- [Website Negmet Elsoltan](#)
- [Website Aldar Jameelah](#)

LANGUAGES

- **Arabic:** Native
- **English:** Good