

YOUSEF HAGRASS

Digital Marketer | Jr. Media Buyer | Sr. SEO Specialist

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

A motivated Marketing Specialist with a solid foundation in both core marketing and digital marketing. Skilled in market research, competitor analysis, and understanding consumer behavior to support brand positioning and marketing strategies. I have hands-on experience across SEO, social media, content, email marketing, and PPC, along with tracking performance using analytics tools. I enjoy turning research and data into practical marketing actions, and I'm eager to keep learning and contribute to a collaborative team that drives brand growth and measurable results.

CORE SKILLS

- Market Research
- Consumer Behavior & Audience Insights
- Brand Management & Brand Identity
- Marketing Strategy & Planning
- Competitor Analysis
- Product Positioning & Value Proposition
- Content Marketing
- Campaign Planning & Management
- Copywriting & Marketing Communication
- Marketing Analytics & Reporting
- Search Engine Optimization (SEO)
- Social Media Marketing
- Email Marketing Campaigns
- PPC & Google Ads (Basics)
- Google Analytics (GA4) & Performance Tracking
- WordPress & Website Management
- Data Analytics & Performance Tracking
- Knowledge of HTML, CSS, JavaScript, PHP
- Knowledge of Graphic Design
- Knowledge of Video Editing

PROFESSIONAL EXPERIENCE

Sr.SEO Specialist | Davli Residence

FEB 2026 - AUG 2026

Led SEO and content strategy for Davli, a Riyadh serviced-apartments brand — taking a new, low-authority domain from near-zero visibility to a strong lead channel in a competitive market. Built the keyword and topic-cluster strategy, planned and wrote 90+ bilingual SEO articles (optimized for Google & AI search), ran link-building with a full backlink audit, and fixed technical/indexing issues.

Digital Marketing Specialist | NatureDXN

JUL 2024 - AUG 2026

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.

SEO Consultant | مؤسسة أرض الأجداد

MAR 2026 - JUL 2026

Plan and manage integrated digital marketing across SEO, social media, paid ads, and content to grow online presence and drive sales. Analyze performance data to optimize campaigns and improve conversion rates, contributing to steady growth in traffic and revenue (~20%).

WordPress developer | AFAQ – Health Education Company

JUL 2025 - DEC 2025

Designed and developed 10+ custom WordPress websites for clients — mobile-friendly, SEO-optimized, and fast-loading — delivered on schedule.

SEO Technical Support | Mohrek Agency

JAN 2025 - Jun 2025

Led a small SEO team and managed internal training programs. Provided technical support and guided SEO strategies that improved organic performance and team efficiency across client projects.

SEO Specialist | Azzrk Agency

JAN 2024 - DEC 2024

Analyzed websites and online stores and implemented on-page, off-page, and technical SEO. Improved organic visibility and keyword rankings for multiple client sites (~30% traffic growth).

Digital Marketing Specialist | Elite Center

JUN 2023 - DEC 2023

Planned and managed advertising campaigns and social media accounts, and produced graphics and video content — growing engagement and brand awareness across channels.

Affiliate Marketing Specialist | Souq.com & Jumia

FEB 2019 - Mar 2021

Managed social media and affiliate campaigns on Souq.com (now Amazon) and Jumia. Created content and drove traffic through media buying and SEO, using data insights to boost sales and brand visibility.

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

- **Professional Marketing Management Program (PMMP) – Dr. Ramy Khodeir | Marketers League | 2026**

Duration : In Progress

Skills Acquired : Marketing Planning, Marketing Research, Consumer Buying Behavior, Marketing Communications (Advertising & Promotion), Brand Management, Marketing Strategy

- **Comprehensive Media Buying Program – Abdulrahman Alaa | 2026**

Duration: 18 hours (24 recorded lectures)

Skills Acquired : Skills Acquired: Media Buying, Paid Advertising (Facebook, Instagram, Google, TikTok, Snapchat, LinkedIn), Audience Targeting & Retargeting, Campaign Optimization, Landing Pages, Pixel Tracking, Ad Creative & Data Analysis

- **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

- **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:** Good