

Khaled Reda - Senior SEO Specialist

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Professional Summary

Senior SEO Specialist with over six years of experience in developing and implementing effective SEO strategies for Arab and international clients. Proficient in data analysis, technical SEO, and project management, with a proven ability to drive traffic growth and improve website rankings. Adept at managing cross-functional teams to achieve strategic goals efficiently.

Work Experience

Search Engine Optimization Consultant

Dec 2023 - Present

Contactcars.com | Cairo, Egypt

- Managed ContactCars website starting with 800,000 monthly clicks.
- Achieved the annual company goal of 1.5 million monthly clicks within 5 months.
- Surpassed 2 million monthly clicks by the end of the year.
- Led a team of 20+ developers, including Tech Manager, Tech Lead, Frontend Team, Backend Team, Quality Control (QC) Team, and Product Design Team.
- Collaborated with the Product Managers Team to ensure seamless project execution.

Senior SEO Specialist | SEO Team Lead

Dec 2022 - Present

Sadan Investment | Cairo, Egypt

- Promoted to SEO Team Lead after significant achievements as Senior SEO Specialist.
- Built Sadan Investment's website from scratch, establishing it as the largest real estate brokerage platform in Egypt.
- Managed a launch budget of 3 million EGP, saving over 400,000 EGP through efficient execution.
- Led a team of 10+ content writers and 2 developers, including a Technology Manager, Senior Developer, and UI/UX Designer.

Founder & SEO Manager

Jan 2018 - Jan 2022

Cima Club

- Launched CimaClub in 2018, transforming it into one of the largest movie streaming websites in the Middle East.
- Scaled the platform to achieve over 20 million monthly visits, making it a leading destination for movie enthusiasts in the region.

Founder & SEO Manager

Jan 2017 - Jan 2022

Yalla Shoot Today

- Launched Yalla Shoot Today and developed it into the leading live sports streaming website in the Middle East.
- Scaled the platform to achieve 50 million monthly visits.
- Managed all aspects of SEO, user experience optimization, and content strategy.

Core Skills

- Google Webmaster Tools, Google Analytics, Keyword Research
- Team Building, JavaScript, HTML5, Keyword Planning
- Technical SEO, On-Page SEO, Off-Page SEO, Local SEO
- YouTube SEO, Google My Business SEO, Image SEO
- Backlink Building, Google Ads, Conversion Tracking
- Next.js, Tailwind CSS, Server Management (Ubuntu & Debian)
- WordPress, Agile System, Sprint Planning, Canva
- Interview Skills, Building and Leading Work Teams, Python, Automation

Education

Bachelor's in Civil Engineering

Cairo University | Jan 2021 - Present

Awards

Top Productive in June 2023 at Sadan Investment

Sadan Investment Company | Jun 2023

- Awarded for outstanding performance and productivity.

Top Performance in Marketing | Mar 2023

Sadan Investment

- Recognized for top performance in the marketing team.