

DERAR HASAN

SEO Specialist | Web Analytics | Client Strategy

+971 58-698-9650 @ derarhassn86@gmail.com linkedin.com Syria Extra Field



SUMMARY

With over 5 years in SEO, I'm highly skilled in web analytics and technical SEO. I successfully increased organic traffic by 40% in a prior role. I am passionate about driving client success and meeting budget objectives.

EXPERIENCE

SEO Specialist | Team Leader | Business Development

mapsofarabia

04/2020 - 01/2022 Dubai, United Arab Emirates

https://mapsofarabia.com/

SEO Agency

- Led a team to develop and implement SEO strategies that improved search engine rankings by 30%, resulting in a notable increase in website traffic.
- Managed SEO initiatives for a portfolio of 10 clients, ensuring timely project delivery within budget constraints.
- Collaborated with cross-functional teams to align SEO strategies with paid marketing efforts, enhancing overall performance by 25%.
- Conducted SEO audits and implemented technical solutions, increasing site speed by 20% and improving user experience.
- Presented monthly SEO performance reports to executive leadership, highlighting data-driven insights and actionable recommendations.
- Managed a team of 3 SEO specialists, achieving target goals and fostering professional growth.

SEO Specialist | SEO Analyst

ososs

01/2019 - 03/2021 Kuwait

https://ososs.com/en/

Digital Transformation Platforms

- Developed and led SEO strategies that increased organic traffic by 50% in less than a year.
- Coordinated with product and technology teams to optimize website architecture, resulting in a 15% enhancement in crawl accessibility.
- Developed and implemented SEO content strategies leveraging Natural Language Processing (NLP) techniques, increasing content relevance and ranking potential in alignment with Google's latest updates.
- Effectively communicated complex SEO concepts, leading to successful executive buy-in for strategic initiatives.
- Utilized the Topical Map Authority approach to structure and develop content clusters, ensuring comprehensive topic coverage and improved search visibility.

Freelancer

05/2022 - Present

- Utilized Google Search Console to track and resolve indexation issues, enhancing page visibility by 20%.
- Designed and optimized semantic networks to strengthen content interconnectivity, improving Google's understanding of page relationships and enhancing topical authority.
- Trained AI models for SEO-driven tasks, automating keyword clustering, content gap analysis, and user intent prediction to refine content strategies for superior search performance.
- Optimized on-page SEO elements for various websites, increasing organic search click-through rates by 25%.

KEY ACHIEVEMENTS

- ✓

Content Strategy Optimization

Implemented an advanced content strategy with NLP and semantic SEO, boosting keyword rankings by 60% in six months.
- ✎

SEO Team Leader

Successfully led a team of 5 SEO specialists to achieve a 150% increase in team productivity and performance metrics.
- 🔧

Technical SEO Optimization

Implemented a new site architecture which improved crawl rate by 50%, enhancing search visibility and site efficiency.
- ✓

Semantic Network Implementation

Built a semantic content network, enhancing topic relevance and internal linking, leading to a 35% increase in organic visibility.

SKILLS

Web analytics, SEO strategy, Google Analytics, Technical SEO, Keyword research, HTML, Ahrefs, Screaming Frog, SEM Rush, Google Search Console, Project management, Data analysis

LANGUAGES

- English

Advanced
- Arabic

Native

EDUCATION

Bachelor of IT Engineering

Alkalamoon University

01/2006 - 01/2011 Damascus, Syria

SEO & DIGITAL MARKETING TRAINER

SEO TRAINER

Present Damascus, Syria

- Provided professional training on SEO, digital marketing, and freelancing to enhance online.
- Mentored aspiring freelancers on how to monetize their skills, leverage SEO strategies, and grow sustainable online businesses.