

Amir Ahmed Mohammed Sayed

SEO Specialist

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Education

Bachelor | Commerce, Helwan University
Graduation Year (2022)

Summary

SEO Specialist with a proven record of driving measurable growth through advanced technical and on-page optimization strategies. I increased impressions by 30% in the first month, improved organic traffic by up to 30%, and elevated rankings from position 25 to 15 in a short time. Skilled in building SEO-optimized site structures from scratch and enhancing overall performance. In addition to SEO, I supported growth efforts by achieving 200% ROAS, generating over 25M reach through paid campaigns, and delivering high-quality targeted leads. I consistently deliver scalable, data-driven SEO results across competitive markets.

Professional Experience

SEO Specialist

ExInt Communications, Cairo

February 2025 – Present

- Collaborated on diverse projects across News, Magazines, Ministries, and Banks.
- Increased impressions by more than 30% within the first month of the project.
- Supported additional departments, including Media Buying, by improving reach by over 20M and generating targeted leads at a minimal CPL.

SEO Specialist

KaiiLab, Freelancer

December 2024 – Present

- Collaborated on diverse projects in E-commerce and Real Estate across the Middle East.
- Assisted web developers in resolving website technical issues and improving overall site performance.

Digital Marketing Specialist

Lycans Fight Club, Freelancer

January 2021 – October 2025

- Develop and manage online marketing for the sports industry.
- Create a content strategy for organic traffic for YouTube & TikTok.
- Built Lycans Fight Club Website, SEO strategy & plan for Lycans Fight Club website.
- Achieving in the last quarter, more than 25 million views on Meta, TikTok, and YouTube.

SEO Specialist

Learn N Digital, Cairo

May 2024 – February 2025

- Collaborated on diverse projects in services, real estate, and education across Europe and the Middle East.
- Built websites from scratch based on a full SEO strategy and optimized site structure from day one.
- Improved the ranking of a real estate website from position 25 to 15 within the first month.

SEO Specialist

DM Vibes, Cairo

January 2024 – May 2024

- Work collaboratively on a variety of projects across industries, including sports, medical, and B2B sectors.

Social Media Specialist

MA Group, Giza

September 2022 – January 2023

- Increasing Sales through different Meta campaign objective (brand awareness, engagement and traffic)
- Create & manage content plan which support MA Group for Meta platforms to increase followers every month.
- Achieved a 200% ROAS by generating successful deals within one month..

Website & Content Specialist

Asharie Al Jadid Newspaper, Cairo

February 2022 – May 2022

- Help website team to increase organic traffic by 25% - Reaching new audience by 28%.
- Increasing the organic traffic for ashariealjadid website by 30% through one month.
- Create content plan for different platforms (Meta – Twitter).
- achieving website reach by 30% in 3 months.

Social Media Internship

Medica Healthy, Cairo

August 2021 – September 2021

- Create Medical articles in different specialties with the technical medical team.
- Create weekly reports for different insights.

Skills

Programming

- Front End Web Development (HTML – CSS – JS – React – Bootstrap – Tailwind)
- WordPress
- Shopify

Graphic Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premier

Analysis

- Power BI
- Looker Studio
- Excel

Digital Marketing

- Media Buying

Courses

Ongoing: Digital Marketing By AI Diploma | Brooklyn Business School, USA | 2026

FrontEnd Web Development Diploma | Route Academy | 2026

SEO Advanced | Mohamed Ali Fouad | 2024

SEO Advanced | Ahmed Khatab Academy | 2023

Social Media Strategy | Learn'n digital | 2023

Digital marketing program | DV Circles | 2021

Marketing analytics | Shreen Badr | 2021

Professional & advanced level in digital marketing | Udacity | 2021