

# NADA ABDALLAH

## CONTENT CREATOR

### Personal Info

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### Skills

Content writing  
Copywriting  
SEO techniques  
Create marketing Strategy  
Good communication skills  
Self-motivated

### Languages

Arabic  
English

### Profile

Graduated from the faculty of literature. worked as an English. Used to teach students different content writing principles. That's when I started developing a passion for digital marketing, specifically, content writing. Since that time, I tried to find a job that meets my passion for writing. In Aug 2021, decided to join Udacity's digital marketing Nanodegree. Managed to strengthen my skills in content creation, monitoring, creating a marketing strategy, and email campaigns. In December 2021, I continued my learning journey to the advanced track. Learned to conduct an on-site and off-site SEO audit, organize google ads campaigns, and analyze results. Now, I am working on a research study on the framework of Digital transformation in Egypt and the EU, and its relation to laws. My goal in life is to build a good communication network because I believe cooperation with each other is the secret recipe to achieving success.

### Education

Good| Faculty of literature, Banha  
SEP 2006-JUL 2010

### Experience

#### Email marketing specialist| Udacity

MAY 2021-JUL 2021

- Create an Email Campaign
- Email Content Plans
- A/B Testing
- Email Campaign Calendar
- Build and Send Your Email Campaign
- Send and Analyze Your Email Campaign Results

#### SEO Audit and conduct site performance tests to improve DMND's visibility in the search engine| Udacity

DEC 2021-JAN 2022

- Evaluate Keywords and recommend blog topics related to the Keywords with the most potential.
- Perform an off-site SEO audit by auditing the backlinks to the site, and making recommendations for a link-building campaign.
- Conduct site performance tests to identify areas of opportunity for the site.
- Make final recommendations to improve SEO for the site.

**COURSES**  
**DIGITAL MARKETING ADVANCED**  
**TRACK | Udacity**  
DEC 2021- FEB 2022  
**DIGITAL MARKETING PROFESSIONAL**  
**TRACK |Udacity**  
JUN 2021 – AUG 2022  
**WRITING PICTURE STORIES|EDRAAK**  
FEB 2021- MAR 2021

**Evaluate a Google Ads Campaign | Udacity**

DEC 2021-JAN 2022

- Calculate the campaign’s return on investment (ROI)
- Identify and calculate relevant KPIs at the campaign, ad group, ad, and keyword level
- Based on KPI calculations, identify which keywords performed the best

**Content Audit / research about Digital transformation in Egypt and the EU**

March 2022 up to date

- Gathering data
- Make research
- Analyze data