

Mahmoud Radwan

Copywriting / Content Writing

✉ radwanmahmoud312@gmail.com

☎ +971557448020

📍 Dubai, UAE

🌐 [linkedin.com/in/mahmoud-radwan-000830273](https://www.linkedin.com/in/mahmoud-radwan-000830273)



PROFESSIONAL SUMMARY

Experienced Content Writer and SEO Specialist with a strong foundation in creating optimized, user-friendly content for various digital platforms. Skilled in developing engaging copy that aligns with brand voice and drives audience engagement. Proficient in HTML for web page structuring, and experienced in using content management systems like WordPress to publish and manage content efficiently. Adept at conducting keyword research, on-page SEO, and utilizing tools like Google Analytics and SEMrush to track and enhance website performance. Passionate about crafting compelling content for social media and digital marketing campaigns, with a focus on increasing brand visibility and conversions.



PROFESSIONAL EXPERIENCE

12/2023 – present
Dubai,
United Arab Emirates

Copywriting, The Gulf Media

- Write persuasive, audience-focused copy for digital ads, social media, websites, email marketing, and other marketing channels.
- Develop engaging headlines, taglines, and calls to action that drive user engagement and conversion.
- Collaborate with designers, marketing teams, and product managers to align copy with visual content and overall brand strategy.
- Conduct thorough research on products, services, and target audiences to ensure that copy is relevant and impactful.
- Edit and proofread copy to ensure it meets grammatical, stylistic, and brand tone standards.
- Stay up-to-date on industry trends and emerging copywriting techniques to continuously improve copy effectiveness.

03/2022 – 11/2023
Cairo, Egypt

Content Writing Specialist, Caricare

- Create compelling, well-researched, and original content for websites, blogs, social media, and other marketing materials.
- Conduct thorough keyword research and apply SEO best practices to improve content visibility and ranking.
- Collaborate with cross-functional teams to align content with overall business objectives and marketing strategies.
- Edit and proofread content to ensure clarity, accuracy, and brand consistency.
- Monitor content performance metrics and optimize based on user engagement, traffic, and conversion data.
- Stay updated on industry trends, content marketing strategies, and SEO updates to continuously improve content quality.

01/2020 – 02/2022
Cairo, Egypt

Junior Content Writing, IT-SBO

- Develop creative and original content for websites, blogs, and social media.
- Develop creative and original content for websites, blogs, and social media.
- Optimize content using SEO best practices, including keyword integration.
- Proofread and edit content before publication to ensure high-quality standards.
- Collaborate with other departments, such as design and marketing, to create effective content strategies.



EDUCATION

2006 – 2011
Alexandria, Egypt

Bachelor of Tourism and Hotel Management, King Mariout Academy

- Developed skills in customer service and front office operations.
- Gained knowledge in marketing, sales, and leadership.



SKILLS

Search Engine Optimization (SEO)

- Basic understanding of SEO best practices, including keyword research, on-page optimization, and the use of tools like google keyword planner

Content Management Systems (CMS)

- Experience using CMS platforms like WordPress for managing and publishing web content efficiently.

Social Media Content Creation

- Experience in creating engaging content for social media platforms to enhance brand presence and user engagement.

HTML

- Proficient in HTML for creating and structuring web pages, working with tags, and formatting content to improve user experience

Copywriting

- Skilled in crafting compelling copy that engages audiences and drives conversions across digital channels.

Analytics Tools

- Experience using Google Analytics, SEMrush, or other SEO tools for tracking and optimizing web content performance.



LANGUAGES

Arabic

English