Doaa Mohamed Gamal

Bilingual Content Manager (Arabic / English) | SEO Content Specialist | UX Writer

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PROFESSIONAL SUMMARY

Bilingual Content Manager with 12+ years of experience writing, translating and managing Arabic and English content for brands in Egypt, the MENA region and Saudi Arabia. Specialized in SEO content strategy, UX writing, copywriting and translation across 15+ industries, with experience leading teams of Arabic and English writers and translators.

KEY HIGHLIGHTS

- **SEO results:** 11 of 12 tracked Arabic articles for Sky Life Holidays reached Google's first page; one ranked #1 and 7 are quoted in Google's AI Overview.
- **Team leadership:** managed Arabic and English writers and translators at ZF Holding, Experts Event and Istizada.
- **Trusted by:** Amazon Alexa, Egypt's Ministry of Youth and Sports and 20+ other brands.

CORE SKILLS

SEO: SEO content writing, on-page SEO, content optimization, Arabic SEO

Content: Content strategy, copywriting, UX writing, company profiles, landing pages, blog posts, ad copy, product descriptions, UGC and video scripts, social media content calendars, tone of voice

Translation: English to Arabic, Arabic to English, Spanish to Arabic, editing and proofreading

Leadership: Managing Arabic and English writing teams, reviewing freelance writers and translators

Languages: Arabic (native), English (professional), Spanish (translation)

Tools: Figma, WordPress, Ahrefs, AWR Cloud, Canva, Google Workspace, Microsoft Office, AI writing tools

PROFESSIONAL EXPERIENCE

Bilingual UX Content Specialist and Content Manager
Aug 2023 – Present

Totality, Part-time, Remote (Cairo office)

- Built the brand's entire content strategy and content assets from scratch.
- Write and manage all in-app UX content, working with developers and designers in Figma.
- Create company profiles, ad copy and promotional materials for campaigns.
- Write UGC scripts, social media captions and marketing content.
- Set a consistent tone of voice and messaging across every touchpoint.

Bilingual Content Manager, Copywriter and SEO Content Specialist
Dec 2024 – Jul 2025

Sky Life Holidays, Remote (Dubai office)

- Wrote SEO-optimized Arabic travel articles that reached Google's first page and are quoted in Google's AI Overview.
- Built content strategies for search visibility.
- Improved existing content to raise rankings.
- Wrote video scripts for campaigns and UGC content.
- Developed B2B and B2C company profiles, brochures, flyers and event materials.
- Managed social media and campaign copy, keeping it on brand and aligned with SEO.

Bilingual Content Manager and SEO Content Specialist
Dec 2022 – Oct 2024

ZF Holding

Accounts: ZF Associates, Woodchure, Sketchure, Super Quality, ZF Holding, OBabys, ZWeigh

- Created SEO-optimized website content, company profiles, blog posts, articles, landing pages, ads and product descriptions.
- Optimized website content using SEO best practices.
- Managed a team of Arabic and English writers.
- Managed and delivered translation work.

Bilingual Content Manager Jun 2022 – Dec 2022

Digitals Partners KSA, Remote

Accounts: JADCO, It's Mine, Digitals Partners, Game Over

- Created monthly social media content calendars, ads and SEO-optimized website content.
- Managed a team of freelance Arabic and English writers.
- Reviewed, optimized and translated client materials.

Bilingual Content Manager Apr 2021 – Apr 2022

Istizada (USA), Remote

Accounts: Addcounsel, Manuka Honey, NFPA, University of Dundee, Perfectial, Leoron, Kusnacht Practice

- Created monthly content calendars, blog posts, articles, landing pages, ads and product descriptions.
- Optimized website content using SEO best practices.
- Managed and reviewed a team of freelance Arabic and English writers and translators.

Content Specialist, Translator and SEO Content Writer Jan 2019 – Present

Freelance

Clients: UNICEF, Amazon Alexa, Egyptian Ministry of Youth and Sports, Eva Clinics, Sharbatly Club, Egy Gate, The Generator, Reserval, Experts Event

- Write SEO-optimized Arabic and English website content, ads, product descriptions, social media posts, articles and blogs.
- Wrote Arabic and English flight landing pages for Reserval and shaped the UX of the Experts Event app.
- Plan monthly social media content and translate content.

Bilingual Senior Content and SEO Specialist Jan 2018 – Aug 2019

Kickstart Interactive

Accounts: Otlob Tabib, Daily Bake, Property Turkey, Ultimate Solution, Yemen Soft

- Created monthly social media plans and content.
- Wrote SEO-optimized website content, articles, blogs, landing pages and newsletters.
- Wrote online and offline ad copy and handled translation.

Head of Lifestyle Section Sep 2014 – Dec 2017

Zahma.com (EMDP)

- Selected content for translation and wrote articles to grow website traffic.
- Translated articles from English and Spanish to Arabic, and supported social media posts and designs.

English / Spanish – Arabic Translator Feb 2014 – Aug 2014

El Dostor Online

Sales Representative Aug 2014 – Sep 2014

Mantiqti Hyperlocal Newspaper (EMDP), Downtown Cairo

EDUCATION

Bachelor of Arts, Spanish Literature (minor in Translation) 2012

Faculty of Arts, Cairo University

CERTIFICATIONS

UX Writing, Writing in Plain Language, Writing Persuasive Content, Copywriting for Conversions (Alison), Email Marketing, Canva Reels, Personal Branding (LinkedIn Learning), Personal Branding on Social Media (LinkedIn Learning), McKinsey Forward Learning Program, Overcoming Common Arabic Mistakes, Time Management and Soft Skills, UNICEF Appreciation Certificate