



# YOUNESS HAJI

## SEO SPECIALIST

### PROFESSIONAL PROFILE

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With more than 5 years experience as a SEO Specialist, I am adept in original content development, search friendly architecture solutions, and keyword research. Moreover, while my on-the-job experience has afforded me a well-rounded skill set, including first-rate problem-solving and analytical thinking skills.

### WORK EXPERIENCE

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#### Search Engine Optimization Specialist

[Freelance \(Self employed\)](#)

February 2019 - Present

- Constantly check search terms, rankings and analytics to monitor performance of client websites and make recommendations for improvement
- Engage with other businesses (affiliates) over link-building opportunities, to bring in paid commission for driving customers to their websites
- Employ user experience (UX) and conversion rate optimization methods to turn visitors into more active users and to help improve website performance
- Drive targeted and loyal traffic to a website by community building

#### Search Engine Optimization Analyst

[Researching Marketing](#)

January 2017 - February 2019

- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI
- Manage the expenses of SEO campaigns, staying on budget, estimating monthly costs and reconciling differences
- Closely collaborate with web development team to ensure SEO best practices are properly followed throughout website content

### EDUCATION

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#### City of London College of Economics - August 2021

College Diploma, Web Marketing

#### Canadian Academy of Management & Technology - 2021

Marketing diploma

#### International Business Management Institute (IBMI) - 2020

Marketing and Communications Certificate

#### Commission scolaire de Montréal • 2021

Certificate in Starting a Business

#### University Hassan II Mohammedia 2012- 2015

University degree , English Language and Literature, General

#### Centre d'Insertion Professionnel 2009 - 2010

Computer Systems and Networks Training Certificate

### CONTACT

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[www.younesshaji.com](http://www.younesshaji.com)



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### SKILLS

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- SEO Audit
- On-Page SEO
- Off-Page SEO
- Content Marketing
- Keyword Research
- Digital Advertising
- Time Management
- Problem-Solving

### LANGUAGE

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- English
- French
- Arabic

# YOUNESS HAJI

## SEO SPECIALIST

### CERTIFICATIONS

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**Les fondements du marketing en ligne**  
LinkedIn • 2021

**SEO Foundations**  
LinkedIn • 2021

**Business English Certification**  
International Business Management Institute (IBMI) • 2021

**Content Marketing**  
eMarketing Institute • 2021

**SEO Certification**  
eMarketing Institute • 2021

**Search Engine Marketing**  
eMarketing Institute • 2021

**Advanced Google Analytics**  
Google analytics • 2021

**Email Marketing**  
HubSpot Academy • 2021

**Digital Advertising**  
HubSpot Academy • 2021

**Digital Marketing**  
HubSpot Academy • 2021

**SEO**  
HubSpot Academy • 2021

**Content Marketing and SEO Fundamentals**  
Semrush • 2021

**Google Ads Display**  
Certification Google • 2021

**Google Ads Search**  
Certification Google • 2021

**Keyword Research**  
Semrush • 2021

### VOLUNTEERING

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**University Hassan II Mohammedia**  
February 2013 - June 2015

Library Technical Assistant