



# Amr Elshenawy

## SEO Expert

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### Profile

Results-driven SEO professional with 4+ years of experience driving organic growth and leading SEO strategies in multinational and corporate environments. Skilled in managing multilingual websites across the MENA region, optimizing B2B, e-commerce, and content businesses, and collaborating with cross-functional teams. Experienced in stakeholder management and monitoring external agencies as well as junior team members, providing leadership on SEO initiatives, aligning strategies with business goals, and delivering measurable results that enhance visibility and ROI.

### Professional Experience

11/2024 – present  
Cairo, Egypt

#### Senior SEO Specialist

Nestlé [🔗](#)

- Lead SEO strategy and execution across multiple Nestlé brands and websites in the MENA region.
- Monitor and coordinate with external SEO agencies, and support less experienced team members by providing guidance, feedback, and ensuring best practices.
- Manage multilingual and multi-market websites, ensuring consistency in SEO best practices.
- Collaborate with marketing, content, development, and e-commerce teams to align SEO efforts with business goals.
- Manage stakeholders across regional and local teams, ensuring alignment on priorities, KPIs, and project deliverables.
- Provide guidance and support to regional teams on technical, on-page, and content SEO.
- Develop and implement reporting frameworks for senior management to track KPIs and demonstrate ROI.
- Drive organic growth across e-commerce platforms, corporate websites, and content-driven properties.

07/2023 – 10/2024  
Alexandria

#### Senior SEO Specialist

Bishop Solutions [🔗](#)

- Oversaw SEO strategy and execution for diverse clients across industries.
- Led client collaboration and cross-team coordination to ensure alignment with digital marketing objectives.
- Delivered measurable improvements in visibility, organic traffic, and lead generation.

01/2022 – 07/2023  
6 October

### SEO specialist

*Be Group* [↗](#)

- Managed SEO activities for up to 5 clients simultaneously (on-page, off-page, technical).
- Coordinated with content, creative, UX, and development teams to deliver SEO-driven outcomes.
- Reported results and strategic recommendations directly to account managers and clients.

2021 – 01/2022  
Saudi Arabia

### SEO specialist

*Pets-Houses* [↗](#)

- Managed all SEO activities.
- Set content and SEO strategies.
- Prepared daily and monthly reports, and presented them to the clients.
- Held meetings with the clients to address their issues, answer their inquiries, and give them
- feedback about the work progress.
- Was the focal point between the client and the UX, UI, Backlink and Copywriting teams.

## Skills

### SEO Strategy & Leadership

International SEO, multilingual websites, stakeholder management, cross-market alignment

### Tools & Analytics

Google Search Console, GA, GTM, Ahrefs, SEMrush, Moz, Screaming Frog, firebase

### Collaboration

Cross-functional teamwork (Content, Marketing, Development, UX, E-commerce)

### Business Models

B2B, e-commerce, corporate, content websites

### Technical SEO & Optimization

Site audits, performance improvements, structured data, crawling/indexing

### Performance Tracking & Reporting

SEO KPIs, ROI measurement, data-driven insights, dashboards for senior management

## Languages

Arabic



English



## Education

2015 – 2019  
Tanta, Egypt

### Bachelor's Degree

*Faculty of Commerce Tanta University*

## Certificates

- Media Buying Mindshift
- Digital Marketing Professional Track [↗](#)
- Professional Media buyer from Smart Marketer
- Back End Development Diploma
- DIGITAL MARKETING ADVANCED TRACK [↗](#)