



Amr Elshenawy

SEO Manager

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Profile

SEO Manager with over 6 years of experience in SEO, working with agencies and multinational companies across the MENA region.

Experienced in managing multilingual websites across corporate, e-commerce, B2B, and content-driven environments, with a focus on technical SEO, stakeholder management, and cross-functional collaboration. Experienced in AEO and GEO, developing strategies to improve brand visibility across AI search platforms.

Beyond SEO, I have practical experience in web development and AI automation, giving me a strong technical foundation and making technical SEO a key area of focus.

Professional Experience

05/2026 – Present
Mohandseen, Egypt

SEO Manager

Acxiom 

- Developed SEO strategies to improve organic visibility, traffic, and performance.
- Led technical SEO audits and implementation across enterprise websites.
- Conducted keyword research, search intent, and content gap analysis.
- Managed on-page SEO, site architecture, and internal linking.
- Implemented AEO and GEO strategies to improve visibility in AI search.
- Monitored SEO performance, competitors, and search trends.
- Collaborated with content, UX, development, and marketing teams.
- Managed multilingual SEO projects across MENA markets.
- Reported on SEO performance and provided actionable recommendations.

11/2024 – 04/2026
Cairo

SEO Expert

Nestlé 

- Led SEO initiatives to improve organic visibility, traffic, and website performance.
- Conducted technical SEO audits and worked with developers to resolve key issues.
- Performed keyword research, content gap analysis, and on-page optimization.
- Applied AEO and GEO strategies to improve brand visibility across AI search.
- Collaborated with cross-functional teams on SEO best practices.
- Monitored performance using GSC, GA4, Screaming Frog, Ahrefs, and SEMrush.
- Delivered SEO reports and recommendations to internal stakeholders.
- Supported website migrations, feature launches, and technical enhancements while protecting organic traffic.
- Monitored competitors and search trends to identify growth opportunities.

07/2023 – 10/2024
Alexandria

Senior SEO Specialist

Bishop Solutions

- Managed SEO and digital growth strategies for B2B and e-commerce clients across multiple industries.
- Optimized product pages, website architecture, and customer journeys to improve visibility and conversion performance.
- Collaborated with developers, designers, content teams, and clients to deliver business-focused digital initiatives.
- Increased organic traffic, lead generation, and online sales through data-driven optimization.

09/2021 – 07/2023
6 October

SEO specialist

Be Group

- Managed end-to-end SEO and website optimization for multiple client websites.
- Worked closely with UX, development, and content teams to improve website usability and digital performance.
- Prepared performance reports and strategic recommendations based on website analytics and business KPIs.

09/2020 – 08/2021
Saudi Arabia

SEO specialist

Pets-Houses

- Managed the end-to-end optimization of an e-commerce website.
- Owned product page optimization, content strategy, and website performance improvements.
- Collaborated with UX, UI, content, and development teams to improve customer experience.

Skills	
KEYWORD RESEARCH	Competitive Analysis
SEO STRATEGY	Technical Seo
AI Search (AEO & GEO)	GOOGLE SEARCH CONSOLE
GOOGLE ANALYTICS	Google Tag Manager
Moz	SEMRUSH
Ahrefs	WordPress
HTML, CSS	JavaScript

Languages	
Arabic	English

Education	
2015 – 2019 Tanta, Egypt	Bachelor's Degree Faculty of Commerce Tanta University

Certificates		
• Media Buying Mindshift	• Professional Media buyer from Smart Marketer	• DIGITAL MARKETING ADVANCED TRACK
• Digital Marketing Professional Track	• Back End Development Diploma	