Rana Nasser

Search Marketing Strategist

search-marketing-strategist@example.test · Dubai, UAE

Paid search outcomes

AED 142 to AED 111 — Cost per qualified enquiry in two comparable eight-week non-brand search periods.

Four service categories — Used consistent booking and enquiry definitions across campaigns.

Experience

Search Marketing Strategist

Wadi Lens Media

2021-07 – Present

- Grouped non-brand search by service and user intent. Reduced broad low-intent coverage and kept the qualification rules stable when comparing cost and volume.
- Matched campaign enquiries to the CRM each week. Removed duplicate form submissions and monitored leads still awaiting review before reporting cost per qualified enquiry.
- Worked with copywriters on Arabic and English pages. Tested appointment copy and form order while keeping location, offer and campaign schedule comparable.

Paid Search Executive

Citrine Junction Marketing

2018-03 – 2021-06

- Reviewed search terms and proposed negative keywords to reduce irrelevant traffic. Tracked changes in a weekly client log.
- Checked destination URLs and conversion tags at campaign launch. Escalated tracking gaps before reporting campaign results.

Languages

Arabic · English

Summary

Search marketing strategist for appointment and service businesses. Plans campaign structure and landing-page tests in Arabic and English. Reconciles search data with enquiry outcomes before shifting budget.

Education

BBA Marketing

Mina Business Academy

2018

Skills

Paid search planning · Search intent analysis · CRM reconciliation · Landing-page testing