Hasan Daouk

SEO · Paid advertising · Content · Marketing operations

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PROFILE

Marketing professional with eight years of experience across SEO, paid campaigns, content, email marketing and reporting. I help businesses connect strategy with practical execution and clear performance measurement.

EXPERIENCE

Growth Marketer — Car Tech Studio

January 2024–October 2026

Led SEO research, topic clustering, on-page optimization, technical audits, internal linking, outreach and reporting. Built briefs for a writing automation tool using primary and secondary keywords, search volume and difficulty. Semrush US desktop estimates grew from 321 to 4,902 monthly organic traffic and 1,548 to 8,382 ranking keywords between January 2025 and September 2026.

Marketing Operations Coordinator — Jusoor

January 2023–present

Work across SEO, email marketing, marketing operations and cross-channel performance reporting. Translate Search Console, GA4, Semrush, email and advertising data into practical priorities. Q3 2026 reporting recorded 20.7% growth in Google Search clicks versus Q2.

Account Manager — Clipatize

November 2020–December 2022

Managed international client relationships and coordinated cross-functional delivery. Supported go-to-market work across healthcare, logistics and technology.

Marketing Manager — Ecomz

August 2019–October 2020

Developed inbound marketing resources, email campaigns and awareness activity. Worked on educational ecommerce content and collaborated on brand direction.

Education Counselor & Business Developer — Education Basket

July 2017–July 2019

Supported student consultations, institutional relationships and education events.

EDUCATION

Master’s in Business Development (M2) — Grenoble Ecole de Management
Bachelor’s in Marketing — Haigazian University, 2018

SKILLS & TOOLS

SEO strategy, keyword research, content planning, paid advertising, email marketing, analytics and reporting, client and project management. GA4, Google Search Console, Semrush, Google Ads, Meta, LinkedIn Campaign Manager, Mailchimp, HubSpot, WordPress, Webflow, ClickUp, Asana and Zapier.

LANGUAGES

Arabic: native · English: fluent (C2)