

Salman Nouman

SENIOR SEO SPECIALIST

Mansoura, EG | Jeddah, SA | [+201023134829](tel:+201023134829) | [+966534301928](tel:+966534301928)

salman.a.nouman@gmail.com | LinkedIn: [salman-nouman](https://www.linkedin.com/in/salman-nouman)

salmannouman.com



Objective

Digital marketing and SEO professional seeking a challenging role to lead high-performing teams and implement innovative SEO strategies. With a proven track record in diverse industries, I am adept at tailoring SEO solutions to meet the unique needs of each client. I aim to optimize website performance, increase online visibility, and drive measurable results.

Experience

Elbatt: Marketing Agency, Mansoura- Egypt SEO Specialist	06/2022 – 02/2023
TAR: Marketing Agency, Mansoura- Egypt SEO Specialist	03/2023 – 08/2023
TAR: Marketing Agency, Mansoura- Egypt SEO Instructor	08/2023 – 09/2023
TAR: Marketing Agency, Mansoura- Egypt SEO Team Leader	10/2023 – Present
Salla Platform: Salla Partner Help and Support E-Stores Merchants	05/2024 – Present

Education

Mansoura University, Mansoura-Egypt | SCIENCE | SPECIAL GEOLOGY 2015-2020

Key Achievements

Increased Organic Traffic
Boosted SERP Rankings
Doubled Blog Traffic

Skills & Abilities

Soft Skills:

- Management
- Problem solving
- Communication
- Leadership
- Adaptability
- Attention to Detail

Hard Skills:

- SEO Fundamentals
- Keyword Research
- Data Analysis
- Content Marketing
- Technical SEO
- Digital Marketing
- AI
- E-commerce – SaaS SEO
- Shopify - WordPress - Salla - Zid (CMS)
- Microsoft / Google Office
- PHOTOSHOP / ILLUSTRATOR/ Canva
- CSS – HTML
- WEB Site Builder

Tools

SEO Tools:

Ahrefs
Semrush
MOZ
Screaming Frog

Google Tools:

Analytics
Search Concole
Keyword Planner
Tag Manager
Merchant
Gemini

Other:

Chat GPT
Yandex Metrica
Microsoft Clarity
Schema Markup

Certification

ICDL V5, ITC Academy-Mansoura University (offline)	03/2016
SEO Fundamentals, Semrush Academy	06/2022
Keyword Research, Semrush Academy	06/2022
Backlink Management, Semrush Academy	06/2022
Search engine optimization, Edraak	03/2023
AI Career Essentials, ALX	11/2024
Using AI as Your SEO Assistant, LinkedIn Learning	12/2024
Search Engine Optimization, ZID Academy	12/2024
Convert Store Visits Into Orders, ZID Academy	12/2024
Online Store Management, ZID Academy	12/2024
Mastering SEO: How to Develop a Superior SEO Strategy, LinkedIn Learning	12/2024

Languages

Arabic (Native)

English (medium)