

# DANIEL ELIAS QURA

SOFTWARE ENGINEER | MARKETING | SEO SPECIALIST

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Highly motivated SEO Specialist with over 5 years of experience in SEO optimization, web development, and content management. Proven track record of improving search engine rankings, driving organic traffic, and executing successful SEO strategies. Expert in keyword research, technical SEO audits, and performance tracking using tools such as Google Analytics, SEMrush, and Ahrefs. Adept at collaborating with cross-functional teams to ensure SEO best practices are integrated into all web and content initiatives.

## AREA OF EXPERTISE

SEO & Digital Marketing

Analytics & Data Tools

Web Development & Technical Skills

Content Creation

Multimedia Production

Web Security & Compliance

Drone Filming & Photography

Multimedia Production & Podcast Editing

Social Media Management

## KEY ACHIEVEMENTS

- **Aumet Community:** Launched and led the Aumet Community training program to empower Over 200+ pharmacy students from Yarmouk, Hashemite, and Jordan University. This initiative provided in-depth training on SEO writing and marketing concepts.
- **Aumet Website:** Rebuilt and optimized the Aumet website, significantly improving site speed and SEO strategy that increased organic traffic by 80%, enhancing overall search engine rankings and boosting user engagement across the site.
- **Umniah's Blog (The8Log.com):** Managed and optimized SEO and achieving significantly improved search engine visibility and increased organic traffic. Focused on content optimization, keyword research, and technical SEO improvements

## PROFESSIONAL EXPERIENCE

### Aumet - Marketing & SEO & Web Development - Amman, Jordan

Oct 2021 - Present

- Led SEO optimization strategies for Aumet's website, resulting in a significant increase in search engine visibility.
- Developed comprehensive SEO strategies resulting in a 80% increase in organic traffic.
- Conducted technical SEO audits to identify and resolve issues, improving site indexing and ranking.
- Collaborated with content creators to ensure all web content was SEO-optimized, leading to improved user engagement.
- Managed keyword research and content briefs for various campaigns, aligning with business goals.
- Utilized tools like Google search console Google Analytics, SEMrush, and Ahrefs to track SEO performance and report KPIs.
- Led link-building efforts by identifying backlink opportunities and managing outreach.
- Edited and produced over 250+ videos for the Aumet ERP system to facilitate user onboarding and product usage.

### Umniah - Amman, Jordan

Aug 2018 - Sep 2022

- Managed and optimized the SEO for The8Log.com, resulting in improved search rankings and organic traffic.
- Created SEO-optimized content and managed workflows in line with brand guidelines.
- Collaborated with designers and developers to ensure a cohesive and visually appealing user experience.
- Utilized Google Analytics and other SEO tools to track website performance and implement improvements.

## EDUCATION

BSc. Software Engineering - University of Petra

2016 - 2021

Google Digital Marketing & E-commerce Professional Certificate coursera

Jun 2023 - Present

## ADDITIONAL INFORMATION

- **Languages:** Arabic, English, French.
- **Certifications:** SEO Principles: An Essential Guide for Beginners (Semrush), Content-Led SEO with Brian Dean (Semrush), Semrush SEO Crash Course with Brian Dean (Semrush) and more.
- **Brands:** i have work with top barnd in jordan and the world like World Health Organization, ministry of health, King hussein business park, Umniah, Al Mamlaka, and more.
- **Delivered over 150+ SEO-optimized WordPress websites** driving business growth for clients with targeted SEO strategies and high-performing, user-friendly websites.
- I have extensive experience in video production, using tools like Adobe Premiere, After Effects, DaVinci Resolve and Photoshop to create engaging content for instructional videos and social media campaigns.
- **As a certified drone pilot** I've captured unique aerial footage for events, real estate, and promotional videos. This blend of technical skills and creativity ensures visually compelling content that drives audience engagement.

