

ISLAM RIZK

SENIOR SEO, ORGANIC GROWTH & WEBSITE EXPERIENCE | TECHNICAL SEO | CRO | AI SEARCH / GEO

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PROFESSIONAL SUMMARY

SEO and organic growth leader with 6+ years of experience across B2B SaaS, AI, fintech, enterprise technology, e-commerce and multilingual websites, with extensive Saudi Arabia and GCC exposure. Combines Technical SEO, website experience/CRO, content strategy, analytics, authority building and AI Search (GEO/AEO/LLM) to connect visibility with qualified acquisition, MQL/pipeline measurement, conversion and revenue. Experienced leading SEO functions and cross-functional execution with developers, content, design and commercial teams. Documented outcomes include +780% e-commerce sales, +649% organic clicks, +600% SaaS traffic and +80% conversion-rate improvement.

CORE CAPABILITIES

Organic Growth & Lead Generation | Technical SEO | Crawlability & Indexation | Site Architecture | Canonicalization | Redirects | XML Sitemaps | Core Web Vitals | Page Speed | Mobile SEO | Schema & Structured Data | JavaScript SEO Basics | Keyword Strategy | Non-Branded Keyword Growth | Share of Voice | Topic Clusters | Content Briefs | Product & Solution Page Optimization | Resource Centers | Multilingual / International SEO | CRO | User Journeys | Navigation Optimization | Conversion Paths | Landing Pages | A/B Testing / Website Experimentation | GA4 / GTM | MQL & Pipeline Measurement | Marketing-Sourced Revenue Attribution | GEO / AEO / LLM SEO | AI Citation Growth & Frequency | Backlink Acquisition | Digital PR | Guest Posting | Thought Leadership | Link Gap Analysis | Executive Reporting & Looker Studio

PROFESSIONAL EXPERIENCE

General Manager | Kasban

May 2026 - Present | KSA-focused digital marketing & technology company

- Lead company strategy and operating performance across sales, account management, SEO, paid media, social, design, video and development, with responsibility for scalable systems, profitability, client retention and service quality.
- Designed a 90-day transformation roadmap and 6-month operating plan; standardized a 14-day client onboarding workflow and 4 dashboard families connecting revenue, pipeline, delivery, capacity and client-health metrics.
- Set an automation-first target to reduce routine work by 30% initially and scale toward 50% after SOP and dashboard stabilization.

Head of SEO | Takamul

2025 - May 2026 | Saudi Arabia | Full-time, Remote

- Owned SEO strategy and delivery in a Saudi enterprise environment, translating commercial goals into Technical SEO, content, authority, CRO, website-experience and analytics roadmaps.
- Led technical audits across crawlability/indexation, site architecture, Core Web Vitals, page speed, mobile SEO, structured data, canonicalization, redirects, XML sitemaps and developer implementation priorities.
- Used GA4, GSC and executive reporting to prioritize non-branded keyword growth, share of voice, conversions and business-impact signals across enterprise and technology-focused work.

Head of SEO Department | Artaholic - Digital Marketing Agency

2025 | Egypt / Saudi Arabia clients

- Built and led the SEO department from scratch, owning strategy, execution, team workflows and performance measurement for Saudi Arabia and Egypt clients.
- Reduced delivery time by 40% through scalable SEO frameworks and workflows; improved technical-health scores by 50%+ through migrations and Core Web Vitals initiatives.
- Improved content-production speed by 60% through AI-assisted SEO workflows using ChatGPT, Surfer SEO and Frase while strengthening on-page execution.

Independent SEO Consultant | Saudi Arabia & GCC

Apr 2022 - Present | Concurrent / Part-time consulting

- Advise 50+ brands across e-commerce, B2B SaaS, AI, fintech, technology and service sectors on Technical SEO, organic acquisition, lead generation, CRO, international SEO, authority building and search-led revenue growth.
- Increased e-commerce sales by 780%, from SAR 13K to SAR 115K within 6 months, through Technical SEO, search-intent alignment and conversion-focused optimization.
- Delivered +649% organic clicks / +560% impressions in a six-month comparison and +201% clicks / +167% impressions in another three-month engagement, supported by Google Search Console data.
- Scaled one client property to 118K organic clicks and 8.14M impressions in 12 months; delivered +600% organic traffic and +80% conversion-rate improvement for a SaaS platform.
- Delivered +890% clicks / +680% impressions for a multilingual tourism website; implemented GEO / AEO / LLM-search programs with AI visibility, citation-opportunity and citation-frequency tracking across major generative-search platforms.

Senior SEO Specialist | Promolinks International

Nov 2024 - Apr 2025 | Egypt / GCC accounts

- Executed multi-market SEO roadmaps across Saudi Arabia, UAE and Egypt, combining Technical SEO, content strategy, CRO, international SEO, backlink acquisition and Digital PR / authority building.
- Contributed to +540% organic traffic across medical, educational-consulting and e-commerce clients; targeted roadmaps improved competitive-keyword rankings by 68% within 3 months.
- Reduced content and technical execution time by 50%+; Core Web Vitals initiatives reduced bounce rates by 40%, while multilingual campaigns increased international engagement and visibility by 75%.

Senior SEO Specialist | TAR Agency

Oct 2023 - Nov 2024 | Egypt | E-commerce & GCC clients

- Managed e-commerce SEO across Salla, Zid, Shopify and WordPress, covering technical audits, category/product and solution-page optimization, internal linking, content briefs and CRO.
- Increased organic traffic by 40% and conversions by 30%; improved search visibility by 50% through keyword targeting and multilingual SEO.
- Increased crawlability by 35% through structured data, URL architecture, redirect/crawl-error resolution and indexation improvements.

SEO Specialist | Azzrk Agency

Jun 2023 - Sep 2023 | Egypt | E-commerce

- Optimized product listings, metadata, image assets, mobile SEO and conversion paths across e-commerce projects.
- Improved CTR by 30% and conversions by 25%; recurring technical audits raised site-health scores by 30% and SEO-led content collaboration improved engagement by 40%.

SEO Specialist | Elevator-Control

Aug 2022 - May 2023 | Saudi Arabia

- Developed SEO strategy for a specialized Saudi niche market, including keyword research, site architecture, on-page SEO, analytics and developer collaboration.
- Increased organic search visibility by 25% within 3 months and target keyword rankings by 20%; multilingual optimization contributed to a 15% increase in global engagement and visibility.

Earlier SEO Experience: Techno Masr For Web Solutions (2021-2022) | Technology & Business Integration - TBI (2019-2020) - technical/on-page SEO, Core Web Vitals, A/B testing, multilingual optimization and developer collaboration.

SELECTED AI SEARCH, ANALYTICS & BUSINESS PROOF

- AI Search Visibility: Hands-on optimization and measurement across Google AI Overviews / AI Mode, ChatGPT, Gemini, Perplexity and Copilot using entity optimization, structured content, topical authority, citation opportunities, and AI citation growth / frequency tracking.
- Technology / hardware e-commerce example: current third-party snapshot showed 69.3K estimated organic traffic, 7.1K ranking keywords, 2.7K Top-3 keywords, 3.6K AI Overviews and visibility across ChatGPT, Gemini and Perplexity.
- Analytics & Growth Measurement: use GA4 / GTM, GSC, Looker Studio and Microsoft Clarity for key events, user journeys, conversion rate, MQL/pipeline signals and marketing-sourced revenue attribution - not traffic-only reporting.
- Lead-generation work spans professional services, healthcare, financial services, consulting, technology and transportation; focus is commercial intent, qualified inbound acquisition, landing-page experience and conversion-path improvement.

TOOLS & PLATFORMS

GA4 | Google Search Console | Google Tag Manager | Screaming Frog | Semrush | Ahrefs | Looker Studio | Microsoft Clarity | PageSpeed Insights | Lighthouse | Google Merchant Center | HubSpot (working familiarity) | WordPress / WooCommerce | Salla | Zid | Shopify | Custom-built websites | ChatGPT | Claude | Gemini | Perplexity | Google AI Overviews / AI Mode

SELECTED INDUSTRY EXPERIENCE

B2B SaaS & AI | Enterprise Technology | Fintech & Financial Services | E-commerce | Hardware & Technology Retail | Professional Services | Healthcare | Real Estate | Automotive & Transportation | Tourism | Education

EDUCATION

- Bachelor of Commerce (Accounting) - Mansoura University, 2015-2019

CERTIFICATIONS & PROFESSIONAL LEARNING

- AI Visibility Essentials with Semrush - Semrush Academy (valid through Jan 2027)
- Generative AI for Digital Marketers - LinkedIn Learning (2026)
- Business Fundamentals: Marketing Strategy - 365 Careers / Udemy (2026)
- ASO Course - MobileAction Growth University (2025)
- On-Page and Technical SEO Course - Semrush Academy
- Optimizing a Website for Google Search - University of California, Davis
- Inbound Marketing & SEO - HubSpot Academy
- Digital Marketing Nanodegree - Professional Track - Udacity
- UX Design Fundamentals - MaharaTech

LANGUAGES & MOBILITY

Arabic: Native | English: Professional Working Proficiency | Open to full-time on-site relocation to Riyadh, Saudi Arabia

PORTFOLIO & POSITIONING

Portfolio evidence includes Google Search Console, GA4, AI-search visibility/citations, technical SEO, revenue/conversion results and multi-sector case studies. [View SEO Portfolio](#)