

Tania Ghabi

SEO Specialist / Audience Development | Beirut | +961 70 19 19 70

DETAILS

Lebanon, Beirut

+961 70 19 19 70

tanya-gh@hotmail.com

DATE / PLACE OF BIRTH

September 28,1992
Canada

NATIONALITY

Lebanese Canadian

SOCIAL LINKS

[3a2ilati](#)

[Yasmina](#)

SKILLS

SEMrush

Google Search Console

Google Analytics

MOZ

Google Keyword Planner

Microsoft Applications

Google Ads

Client-focused

Problem resolution

Team building

Reporting

Team management

Report writing

Time management skills

Excellent communication

Microsoft Excel

LANGUAGES

Arabic

English

French

Spanish



PROFILE

Tania Ghabi is the SEO Specialist at Diwane, a digital media company, building one of the largest digital audiences in the Middle East.

She has gained extensive experience spanning over 6 years in managerial and leadership roles, specifically in the translation and SEO fields.



EMPLOYMENT HISTORY

SEO Specialist / Audience Development at Diwane, Beirut

Jan 2015 - Present

- Write Arabic and English articles based on SEO guidelines
- Perform periodic editorial audit
- Analyze current search trends and provide guidance to the editorial team
- Conduct a weekly search for highly-searched keywords on Google AdWords, Keyword tool and SEMrush
- Deploy and monitor execution of SEO strategy to maximize growth potential based on data analysis
- Work closely with Editor in chief and branded content editor on developing ideas for clients' campaigns run
- Research and analyze competitor websites
- Create reports showing web analytics data and site evaluations using Google Analytics, SEMrush, Google Search Console and Ahrefs
- Perform on and off page site optimizations
- Work with the editorial and marketing teams to drive SEO in content creation and content programming
- Optimize website content based on Google updates and competition
- Analyze keywords and SEO techniques used by competitors
- Develop link building strategies

Translator/ Web Editor at Al Joumhouria Newspaper, Zalka

Jul 2013 - Jan 2015

- Translated local and international political articles from Arabic into English and vice versa
- Covered live events and sent push notification to mobiles
- Wrote political and social articles
- Edited international articles taken from news agencies (Reuters, AFP, etc.)

Freelance at UNHCR, Beirut

Feb 2015 - Feb 2015

- Conducted liaison translation from Arabic into English and English into Arabic with 'Clowns Without Borders' Organization
- Interpreted speeches from Arabic into English
- Interacted with children and adults and helped lead sessions



EDUCATION

Notre Dame University - Louaize, Lebanon

2019

Degree: Master's Degree
Translation & Interpretation

Notre Dame University - Louaize, Lebanon

2014

Degree: Bachelor of Arts
Translation & Interpretation

Edulingua - Laboratorio di lingua e cultura Italiana, San Severino Marche, Italy

2015

Degree: Levels 1 and 2

Instituto Cervantes, Beirut

2011

Degree: Levels 1 to 4



EXTRA-CURRICULAR ACTIVITIES

Hostessing at Events & More

Sep 2012 - Feb 2013

Participated in the organization of various weddings

Greeted invitees and guided them around the event

Gained knowledge on how to set up weddings

Honed my social skills

Community Service at SMILE

Sep 2007 - Jun 2010

Worked with misfortunate people to help make a difference in their lives

Worked with Red Cross

Aided Anta Akhi, Red Cross, Yonbouh, Em el Nour and Sindyaneh in their volunteering missions and community service

Learned to cope with situations beyond my control and to deal with the emotional pressures that accompany such interactions



INTERNSHIPS

Rotation at Ahli International Bank

Jul 2012 - Jul 2012

Underwent a rotation through several departments

Exposed to lending and credit cards business

Dealt with clients through the teller platform

Learned to adjust my actions to achieve optimal results



REFERENCES

References available upon request



COURSES

The Fundamentals of Digital Marketing, Google Digital Garage

Nov 2019