

INAS ARRAJ

Email: inas.arraj@gmail.com | Location: Tripoli, Lebanon

Content Marketing Specialist | SEO Content Manager

Data-driven SEO & Content Marketing Specialist with experience in SaaS, digital agencies, and international organizations. Skilled in creating, optimizing, and quality-assuring content that aligns with brand voice, SEO strategy, and performance metrics. Experienced in working with cross-functional teams in fast-paced, international environments.

SKILL

Marketing & SEO:

- ❖ SEO (On-page, Off-page, Keyword Research)
- ❖ Content Marketing
- ❖ Social Media Copywriting
- ❖ Content Strategy
- ❖ Editorial QA

Tools:

- ❖ GA4, Similarweb...
- ❖ SEMrush, Ahrefs...
- ❖ WordPress
- ❖ Miro, Asana, Trello, ClickUp...
- ❖ Google Workspace, MS Office

Languages & Communication:

- ❖ Copy Editing & Proofreading
- ❖ Translation (EN-AR)
- ❖ Brand Voice Consistency

EDUCATION

MSc. in Digital Marketing, Berlin School of Business and Innovation (BSBI)

October 2024 – April 2026

Bachelor's in Translation and Interpretation, Lebanese International University

October 2019 – July 2022

EXPERIENCE

Copy-Editor, Social Sweetheart GmbH

November 2024 – April 2026

- Crafting original, informative, and engaging articles tailored to specific audiences and topics.
- Proofreading for Grammar and Spelling: Ensuring the text is free of errors, typos, and spelling mistakes.
- Improving Clarity and Flow: Refining sentence structure, tone, and readability to ensure the content is engaging and cohesive.
- Fact-Checking: Verifying accuracy in dates, names, figures, and other factual information to maintain credibility.
- Maintaining Brand Voice: Ensuring consistency in tone and style to align with the brand or publication's guidelines.
- Formatting and Style Compliance: Applying correct formatting, style rules, and citation standards (e.g., APA, Chicago, MLA) based on project requirements.
- Manage a team of freelance writers and monitor their workflow.
- Plan and schedule posts on social media platforms to ensure timely and consistent content delivery.
- Monitor the performance of social media content by analyzing engagement metrics, reach, and overall effectiveness to optimize future strategies.

Content QA Specialist, LMSL - The KPI Institute

April 2024 – October 2024

- Ensure adherence to brand voice, tone, and style guidelines across all content.
- Conduct thorough proofreading to fact-check and catch typographical errors, formatting issues, and/or other inaccuracies.

- Check and ensure proper formatting of content, including headings, subheadings, lists, and other structural elements, and verify that the content is visually appealing and user-friendly.
- Design and develop comprehensive quality assurance processes for LMSL courses from initial to final content review.
- Collaborate with Instructional Designers (IDs) and Graphic Designers (IDs) to ensure that the developed material is accurate and ready for export.

Social Media Copywriter, Grow Up! Digital Marketing Agency

June 2024 – September 2024

- Develop compelling and creative copy for social media posts, reels, and stories to drive engagement.
- Optimize Content to fit each social media platform's unique characteristics and best practices.
- Conduct Market Research to remain updated with industry trends, competitor activities, and audience preferences.
- Collaborate with the Design Team (Graphic Designers, Video Editors, etc.) to create visually appealing and cohesive content that aligns with the brand's voice and aesthetic.

Research and Translation Intern, Tripoli Entrepreneurs Club

January 2024 – April 2024

- Conducted comprehensive research on export and overseas markets pertinent to Lebanese MSMEs.
- Verified findings through consultations with industry experts to ensure accuracy and relevance.
- Developed a strategic blueprint for small enterprises to initiate and expand international trade operations.
- Crafted bilingual guides in English and Arabic outlining step-by-step launching plans for businesses venturing into international markets.

Content Writer, AIY Expert Solutions

October 2022 – October 2023

- Produced 20+ SEO-optimized articles/month, contributing to organic traffic growth across AI, blockchain, and tech niches using SEMrush and Ahrefs.
- Identified relevant SEO keywords using **SEMRush** and **Ahrefs**.
- Contributed to the development of a content calendar.
- Worked closely with **two** graphic designers to organize infographics and featured images for the articles.
- Participated in content promotion through interactions with the project's Twitter community.
- Generated **monthly reports** on all the tasks accomplished per month.

Translation and Documentation Intern, Americans for Democracy & Human Rights in Bahrain NGO

September 2022 – December 2022

- Translated political speeches, statements, and documents during internal events, conferences, and meetings.
- Provided real-time interpretation services at international summits, negotiations, and diplomatic talks.
- Effectively translated annual reports, project updates, and funding proposals for donors and international partners.

Translation and Subtitling Intern, Political Pen Lebanon

October 2021 – June 2022

- Transcribed and translated political news articles, reports, and interviews from Arabic to English.
- Subtitled video content (interviews, debates, news segments) as well as social media content (posts and livestreams).
- Provided rapid translation for breaking political news stories.
- Reviewed and edited subtitles and translations to ensure accuracy.

CERTIFICATES

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- ❖ **Digital Marketing Pro Suite (Google Analytics 4, GA4), BSBI**
2025
 - ❖ **Content Marketing, Hubspot Academy**
2023

LANGUAGES

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- ❖ **Arabic** (Mother tongue)

- ❖ English (C2)
- ❖ German (A2)
- ❖ French (A2)
- ❖ Spanish (A1)

VOLUNTEERING

- ❖ **2Hearts Community Member**
2026 - Present
- ❖ **Project Management, For Good, Charity Association**
2023 - 2024
- ❖ **Field Worker, Sanabel Al Nour Charity Association**
2019 - 2021
- ❖ **Teacher, Irshad & Islah Charity Association**
2014 – 2016