

LUBNA ALMARZOQI

SEO Specialist | Digital Analytics

Jeddah, Saudi Arabia | +966 56 967 9995 | hello@lubnainsights.com | lubnainsights.com | LinkedIn: Lubna-Almarzoqi

PROFESSIONAL SUMMARY

SEO Specialist with a strong Digital Analytics focus and hands-on experience in search optimization, web measurement, and data-driven performance analysis. Skilled in Google Search Console, Google Analytics 4 (GA4), and Google Tag Manager (GTM), with practical experience in event tracking, data validation, reporting, and hypothesis-driven optimization. Built and managed Lubna Insights as a self-directed WordPress portfolio project to apply SEO, analytics, CRO, and measurement practices in a live environment.

CORE SKILLS

SEO: Keyword Research, Search Intent Analysis, SERP Analysis, On-Page SEO, Technical SEO, Internal Linking, Content Strategy, SEO Audits, CTR Optimization

Analytics & Measurement: Google Analytics 4 (GA4), Google Tag Manager (GTM), Event Tracking, Event Parameters, Custom Dimensions, Funnel Analysis, GA4 Explorations, Data Quality, Conversion Tracking

Optimization & Reporting: Google Search Console, Looker Studio, CRO, UX Analysis, Experiment Design, KPI Analysis, Performance Reporting

Tools: GA4, GTM, Google Search Console, Looker Studio, WordPress, Rank Math, Microsoft Excel

PROJECT EXPERIENCE

Independent SEO & Digital Analytics Project | Lubna Insights

Saudi Arabia | 2026–Present

- Planned and implemented keyword research, Search Intent mapping, SERP analysis, On-Page SEO, internal linking, and Technical SEO improvements across a WordPress website.
- Used Google Search Console to analyze queries, clicks, impressions, CTR, and average position, identifying content and SERP optimization opportunities.
- Implemented GA4 and GTM event tracking using custom events, parameters, tags, triggers, variables, lookup tables, Regex, and Custom JavaScript Variables; validated implementation through GTM Preview and GA4 DebugView.
- Analyzed GA4 reports, Explorations, funnels, engagement metrics, and Custom Dimensions; investigated Data Quality issues and developed Looker Studio reporting workflows to turn data into prioritized insights.
- Designed SEO, UX, and CRO experiments using defined hypotheses, KPIs, behavioral evidence, and post-implementation measurement to guide optimization decisions.

EDUCATION

Diploma in Applied Marketing | King Abdulaziz University | Expected Jun 2027 | Current GPA: 4.98/5.00

Bachelor of Arts in Psychology | King Abdulaziz University | 2017 | GPA: 4.45/5.00

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Google Analytics Certification (2026) — Google Skillshop | Sep 2026

Digital Marketing: SEO, Analytics, and Online Presence — Edraak | Aug 2026

Building Website Using WordPress — Edraak | Feb 2026

Project Management — Edraak | Mar 2025

VOLUNTEER EXPERIENCE

Content Writing & Marketing Volunteer | Multiple Nonprofit Organizations | 856 Hours

Contributed to content writing, digital promotion, and community-focused initiatives across three nonprofit organizations.