LUBNA ALMARZOQI

SEO Specialist | Digital Analytics

Jeddah, Saudi Arabia | +966 56 967 9995 | hello@lubnainsights.com | lubnainsights.com | linkedin.com/in/lubna-almarzoqi

PROFESSIONAL SUMMARY

SEO Specialist with applied Digital Analytics experience through Lubna Insights, an independent WordPress project. I use Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, and Looker Studio to analyze search and user behavior and prioritize improvements.

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, GA4 Explorations, Funnel Analysis, Key Events, Data Quality, Tracking Validation

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

PROFESSIONAL EXPERIENCE

SEO & Digital Analytics Specialist | Lubna Insights (Independent Project)

Saudi Arabia | 2026–Present

- Applied keyword research, search intent mapping, SERP analysis, on-page SEO, internal linking, and technical SEO on a WordPress site.
- Analyzed queries, clicks, impressions, CTR, and average position in Google Search Console to prioritize content and SERP opportunities.
- Implemented GA4/GTM event tracking with custom events and parameters, tags, triggers, lookup tables, and Regex; validated in GTM Preview and GA4 DebugView.
- Analyzed GA4 reports, Explorations, funnels, engagement metrics, and Custom Dimensions; investigated data quality. Built a Looker Studio report combining GA4 and Search Console metrics to prioritize SEO and UX actions.
- Designed SEO, UX, and CRO hypotheses with defined KPIs; documented changes and compared before-and-after metrics to evaluate results and interpretation limits.

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

Wrote content and supported digital promotion for three nonprofit organizations.