

HADEEL MAHANNA

UX Copywriter|SaaS & UX Writing|SEO Content Writer| Content Strategy

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[LinkedIn](#) [Portfolio](#)

SUMMARY

Results-driven copywriter with 6 years of experience crafting high-performing, user-focused content for web, SaaS platforms, and digital interfaces. Skilled in keyword research, on-page SEO, and content strategy, with proven expertise in UX/UI writing that enhances usability and clarity. Adept at aligning copy with brand voice to drive organic traffic, improve search rankings, and boost engagement across digital channels. Committed to delivering measurable impact through strategic, scalable content solutions.

WORK EXPERIENCE

Emirates NBD - Dubai **Nov 2025 - Present**
UX Copy Lead (Full-time, On-Site)

- Lead UX writing across Emirates NBD's digital banking products, including the ENBD X app and ATM screens.
- Write and refine microcopy to reduce friction and support task completion
- Champion and enforce the Emirates NBD UX Writing Style Guide, keeping voice, tone, and conventions consistent across products.
- Lead Arabic localization of banking flows using precise UAE banking and legal terminology.
- Partner with product designers, UX researchers, and developers, ensuring copy fits the UI and technical constraints.

Richmond Properties – Dubai **Apr 2025 – Oct 2025**
Bilingual Content Writer (Full-time, On-Site)

- Develop and write compelling bilingual content (English & Arabic) for social media platforms, including Instagram, LinkedIn, and TikTok—ranging from captions and video scripts to short-form storytelling.
- Create SEO-optimized website content, including high-performing service pages and engaging blogs tailored to the UAE real estate market.
- Lead the development of monthly content calendars for social media and the website, ensuring consistency, timeliness, and alignment with marketing objectives.

Orient Travel LLC - Sharjah **Mar 2024 - Dec 2024**
SEO Bilingual Content Writer (Part-time, Remote)

- Wrote compelling, SEO-optimized landing pages and blog content in both English and Arabic for [almaqam.com](#), targeting audiences across the MENA region.
- Collaborated with Digital Marketing to develop engaging, brand-aligned social media content tailored for platforms like Instagram, Facebook, and TikTok.
- Edited, localized, and optimized web content using SEO best practices, ensuring accuracy and consistency across both language versions.
- Translated key marketing materials and web content from English to Arabic, maintaining tone, clarity, and brand voice.

WORK EXPERIENCE

Orascom Hotel Management – Cairo, Egypt Senior Web Content Editor (Full-time, Remote)

Feb 2024 - Sept 2026

- Wrote and localized marketing copy in English and Arabic for hotel campaigns, including promotional offers, website pop-ups, and newsletter content, effectively driving user engagement across multiple markets.
- Managed, edited, and optimized content across five hotel websites using CMS platforms, applying on-page SEO techniques to boost search engine visibility and organic traffic.
- Collaborated with cross-functional design and development teams to improve overall site experience, focusing on responsive UI/UX design, mobile optimization, and content accessibility.
- Ensured brand consistency and high editorial standards across all digital touchpoints, supporting Orascom's reputation as a leading hospitality brand in the MENA region.

Trufla Technologies – Canada

Feb 2021 – Sep 2023

Web Content Writer (Full-time, Remote)

- Created SEO-optimized, brand-consistent content for 15+ insurance brokerage websites, including landing pages, blogs, guest posts, and backlinking articles.
- Executed keyword-driven strategies to improve search visibility, organic traffic, and lead generation across multiple digital properties.
- Collaborated with design and development teams to enhance UI/UX across web platforms, prioritizing mobile responsiveness and intuitive navigation.
- Contributed to Trufla's digital growth by ensuring every piece of content aligned with performance metrics and brand objectives.

Casita Student Homes – United Kingdom

Nov 2019 – Jan 2022

Senior Content Writer (Full-time, Hybrid)

- Utilized Google Ads and SEO tools for in-depth keyword research, resulting in a 30% increase in organic traffic within targeted student accommodation markets.
- Developed high-performing, SEO-driven content that improved keyword rankings by 20% across priority landing pages.
- Oversaw a team of data entry specialists, ensuring all content met quality standards and brand guidelines, and maintained consistency across the website.
- Played a key role in establishing content frameworks that supported Casita's international expansion into new markets.

EDUCATION

Ain Shams University
Bachelor's in English Literature and Translation

2014-2018

KEY SKILLS

Content Creation

Content Writing
Proofreading
Copywriting & Copy Editing
Web Content (UI & UX)
Translation EN & AR

SEO

Keywords Research (GKP - SEMRush - Ahrefs)
Content Optimization (Surfer SEO - Grammarly)
Analytics & Tracking (Google Console - Google Analytics)
Content Management Systems (WordPress)

Productivity & Workflow

Figma
Microsoft Suite
Trello
Asana
Jira
G-Suite