

Contact

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(LinkedIn)

Top Skills

Email Marketing

Technical Marketing

Social Media Marketing

Languages

English (Native or Bilingual)

Arabic (Native or Bilingual)

Certifications

SEO

SEO II

Hatha Yoga Teacher Training
Certification

Standard First Aid with CPR C +
AED

Certified Scrum Master

Heba Eid

Content Marketing Consultant | Content Manager | Product
Marketing | SEO Expert | Writer
Egypt

Summary

Hi! Thanks for stopping by!

I am Heba, a passionate and experienced content manager, writer, and SEO expert. I am an avid reader with a genuine curiosity about everything and anything. That's one of the reasons I love the tech space - there are always new challenges, new customer pains, and new solutions out there.

I started my career as a software developer before transitioning into content marketing. For the past 7 years, I have worked as a content marketer and strategist for B2B technology startups in the MEA region, North America, and Europe. My specialty is transforming complex technical ideas into clear messaging that informs, persuades, and converts.

I have written all sorts of content over the years. Blogs, website copy, newsletters, infographics, presentations, data sheets, case studies, landing pages, press releases, and social media posts. As a freelance writer, I have worked in various industries, including technology, B2B SaaS, cloud security, real estate, construction, finance, and food and beverage - though the tech space remains my favorite!

I also have extensive experience collaborating with various stakeholders, including UX and design teams, SEO agencies, product and engineering teams, sales, customer success, and C-level executives like CEOs and CTOs.

Areas of expertise

- Content strategy development and execution
- B2B SaaS Content Writing (newsletters, blogs, social media, website copy, and more)
- Product marketing support

- Content team sourcing and management
- Building content for the buyer journey
- Crafting messaging frameworks (products, solutions, brands)
- Website blog creation and management
- Search Engine Optimization (SEO) Writing
- Website SEO & Content Audits
- Competitive Analysis

Tech Companies I've worked with (and within)

- Swvl
- Modernise.io
- Weaveworks
- Magalix
- CEQUENS
- Swiftell
- Microsoft
- Ericsson
- Nokia

I am Egyptian Canadian, and I currently reside between Egypt and Saudi Arabia.

Let's Connect!

Let's grab a coffee—virtually or in person! Book a meeting with me to discuss how I can help take your content to the next level.

<https://calendly.com/heba-eid>

Experience

Freelance

Content Marketing Consultant

January 2024 - Present (1 year 1 month)

Remote

- An independent content marketing consultant, assisting tech startups in developing their product messaging and constructing their website.
- Tailoring marketing strategies to enhance brand visibility and engagement across digital and traditional platforms.
- Collaborating with cross-functional teams to align product marketing

messages across all platforms.

- Providing marketing support by writing blogs, features and other content for use in marketing materials.

Weaveworks

Content Marketing Strategist & Manager

January 2022 - December 2023 (2 years)

Remote

As a content strategist and manager, I have been in charge of the website's company's (Weaveworks, a GitOps and cloud-native company) strategy and execution. My key responsibilities included:

- Development and management of an editorial calendar
- Researched and authored blog posts, whitepapers, newsletters, product content, sales enablement pieces, landing pages, and social media posts
- Collaborated with the Product and Sales team to develop sales collaterals, case studies, FAQs, and product blogs
- Worked with various teams (design, SDR, product, sales) to implement strategies
- Managed a team of writers; proofread and edited written content before publication
- Translated complex technical details of our products into compelling user benefits and contributed to several Product Launches
- Lead SEO initiatives and managed agency relationships to enhance content visibility.
- Conducted keyword research and monitored web traffic to align content with user needs.

Through these efforts, I have contributed to establishing a robust content marketing framework that has significantly enhanced brand visibility and market positioning.

Some topics I've written about include Kubernetes, GitOps, Policy as Code, Cloud-native, DevSecOps, Continuous Delivery, Platform Engineering, and many more.

Magalix Corporation

Content Strategist

November 2020 - February 2022 (1 year 4 months)

Cairo, Egypt

Magalix was a cloud security startup that Weaveworks later acquired. Prior to the acquisition, I spearheaded the startup's content marketing efforts. Some of my key responsibilities were:

- Created clear and compelling website (Homepages, product pages, and landing pages)
- Managed and published content for the Magalix blog
- Curated existing content
- Lead persona development: continuously updated and developed our personas document
- Created sales battle cards, competitive analysis
- Created and enacted a series of content standards for the team to adhere to
- Webinars and Podcasts: work alongside the Leadership team to create a series of webinars and podcasts
- Content Ideation: working with product, leadership, marketing team to constantly come up with content ideas
- Copywriting: blogs, newsletters, social media, sales enablement assets.
- Managed our pool of freelance writers and the writers program

Cequens

3 years 4 months

Content Marketing Lead

April 2018 - October 2020 (2 years 7 months)

Cairo Governorate, Egypt

Wrote, produced, and managed the creation of various types of content to expand the company's digital footprint, awareness, subscribers, and leads.

- * Owned and managed the company's corporate (external) communication plan and its execution.
- * Lead the company's content strategy and brand messaging, and worked closely with other content creators/lead to implement company's content strategy and execute the communication plan.
- * Built and managed a rich content/editorial calendar with topics that create awareness and attract a qualified audience to our owned mediums.
- * Managed and implemented editorial guidelines so content is consistent with the brand voice, style and tone.
- * Revised and edited company's communication assets (brochures, presentations, case studies)
- * Created engaging content for digital campaigns (EDMs, newsletters, blogs, social media)
- * Managed all outsourced copywriters and editors.

Product Manager
July 2017 - May 2019 (1 year 11 months)
Cairo Governorate, Egypt

Nagwa
Technical Writer
January 2017 - June 2017 (6 months)
Cairo Governorate, Egypt

Ericsson
Physical Layer LTE Software Designer
August 2013 - November 2016 (3 years 4 months)

Developed Long Term Evolution (LTE software) for the downlink physical layer in the enhanced Node B (eNodeB) of the LTE System using Agile development methodology.

Designed, developed, integrated and tested features of LTE system. Contributed to the improvement of physical layer of LTE by refactoring existing software in C to improve the efficiency and capacity of the system. Worked independently and as part of team to implement, integrate and deliver software to the customer.

Documenting and presenting finished work to colleagues and management.

Developed test cases for customer features for the LTE system using a functional programming language (Erlang)

Analyzing and investigating root causes of feature defects and fixing them.

Alcatel-Lucent
2 years 9 months
Light Radio WCE Software Developer
August 2011 - April 2013 (1 year 9 months)

Worked on the software design and development of platform, infrastructure (ss7 and IP) of the Light Radio WCE Product using C/ C++ in an embedded real time VxWorks environment.

Worked on the software design and development of the call processing software on the RNC.

Responsibilities include: high level and detailed design, documentation, implementation, unit testing and integration testing.

Worked in an Agile scrum team.

WCDMA RNC Software Designer

August 2010 - August 2011 (1 year 1 month)

Involved in the software design and development of the RNC Call processing software. Responsibilities include: high level and detailed design, documentation, implementation, unit testing and integration testing.

Coding in C/C++, host testing, debugging

Work with other designers to perform design integration testing

Feature integration and delivery.

Support feature defects

Carleton University

2 years 9 months

Research Assistant

September 2008 - May 2011 (2 years 9 months)

Ottawa, Ontario

Research topics included: LTE/LTE-A, MIMO Networks, CoMP, Inter-cell Interference Coordination (ICIC)-Radio Resource Management, OFDMA

Collaborated with Communication Research Center (CRC) Canada on a comprehensive report titled 'LTE System and Baseline Performance Parameters'.

Courses taken include: Networking fundamentals, Advanced Wireless Techniques, Optimization Engineering Applications, Game Theory, Digital Signal Processing

Successfully defended thesis titled "Inter-cell and intra-cell interference coordination with highly sectorized base station"

Teacher's Assistant

September 2008 - September 2010 (2 years 1 month)

Assisted Professors in teaching engineering undergraduate courses. TA duties involved: leading tutorials and labs, grading, and proctoring exams.

Vodafone Egypt

Summer Intern

June 2007 - July 2007 (2 months)

Cairo, Egypt

Summer intern in the Operations and Maintenance division for GSM system

Education

Arab Academy for Science, Technology and Maritime Transport

Bachelors of Engineering with Honours, Electronic and Communication Engineering

Carleton University

Masters of Applied Science, Electrical and Computer Engineering