

Digital Marketing & SEO Specialist

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Professional Summary

Results-driven Digital Marketing and SEO Specialist with 4+ years of experience in optimizing websites, driving traffic, and increasing sales through data-driven strategies. Skilled in On-page, Off-page, and Technical SEO, PPC campaigns, and social media marketing. Proven ability to deliver measurable growth in diverse industries.

Core Skills

- SEO Strategy & Implementation (On-page, Off-page, Technical SEO)
- Keyword Research & Competitor Analysis
- Content Optimization & Gap Analysis
- High-Quality Backlink Building & Guest Posting
- Local SEO & Google My Business Optimization
- Google Analytics & Google Search Console
- Google Ads & Facebook Ads Campaigns
- Website Error Fixing (404, 301, Canonical, Indexing Issues)
- Social Media Marketing & Brand Promotion
- Email Marketing & Content Marketing

Professional Experience

Unitech Digital, Bangladesh — Digital Marketing Manager

April 2022 – Present

- Designed and executed full SEO strategy including keyword research, competitor analysis, and backlink building.
- Managed PPC campaigns (Google Ads, Facebook Ads) increasing ROI by 40%.
- Improved website ranking and organic traffic through technical SEO optimization.
- Implemented content gap analysis and SEO-friendly content strategies.

Gari Nguyen, Vietnam — YouTube Manager & SEO Expert

October 2021 – March 2022

- Optimized YouTube channel performance with SEO strategies.
- Conducted on-page and technical SEO improvements for content visibility.
- Increased engagement and subscriber growth using targeted keyword strategies.

Bigagc, Romania — SEO Consultant

January 2020 – August 2021

- Increased organic traffic and online sales through tailored SEO campaigns.
- Conducted keyword research, backlink creation, and on-page SEO optimization.
- Enhanced search engine visibility by fixing technical SEO issues.

Education

National University, Dhaka, Bangladesh

MBA in Management, June 2013 – June 2014

BBA in Management, July 2009 – July 2013

Certifications & Awards

- HubSpot Academy – Inbound Marketing
- Moz SEO Essentials
- Google Digital Garage
- Yoast SEO Academy
- SEMrush Academy
- Directive Institute SEO
- Social Media Marketing Certificate

Key Projects

The Ultimate Car Wash Company — SEO Project

- Increased organic traffic with keyword research, competitor analysis, and on-page SEO fixes.
- Built strong backlinks to improve domain authority.

Atlanta Eats Company — SEO Project

- Developed backlink strategy using guest posts, Web 2.0, and directory submissions.
- Improved ranking through high-quality link building.

Dental Care Company — SEO Project

- Implemented technical SEO fixes including sitemap, robots.txt, canonical issues, and error resolutions.
- Optimized meta tags and schema markup to improve visibility.

Quest Solution Partners — SEO Project

- Optimized website through on-page and technical SEO strategies.
- Boosted content performance through article writing and structured data implementation.

Languages

- English (Professional Proficiency)
- Bangla (Native)