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## ROKIBUL ISLAM

### Objectives

Self-motivated. Looking forward to have a better Hard working team and working environment for the enhancement of my skills.

### Experience

#### **Bright Host It Institute- SEO & Digital Marketing Manager (SMM, SEM)**

08/2018 – 6/2020

- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Designs, builds, and maintains our social media presence.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Research keywords and Writing seo friendly content
- Identifies trends and insights and optimizes spend and performance based on the insights.
- Plans, executes, and measures experiments and conversion tests.
- Collaborates with internal teams to create landing pages and optimize user experience.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

#### **ESS Global Tech (BPO)**

08/2020 – 4/2021

Customer support

Mca Lead generation

Canadian windows and doors company customer support

United merchant bank customer support

#### **Guru- SEO& Digital Marketer (Freelancing)**

09/2018 –Current

Performed various projects including SEO ,Content Writing, Virtual assistant And digital marketing projects in this 3 years I have 100% positive feedback from clients.

### Projects

Facebook Campaign:

<https://www.facebook.com/NyMakeoverproducts>

<https://www.facebook.com/brighthostit>

<https://www.facebook.com/outourcingtrainingcenterinuttara>

Rank 5 keywords for quickmoneyblogs.com

Rank 3 keywords for truebusinessbd.com

100 Email marketing campaign using mail chimp for

<https://www.spencersonline.com/> achieve 6000\$ Sells goal

3PPc ads campaigns for daraz.com.bd

### Website

onlinejobtricks.com

### Related Links

Up work:

<https://www.upwork.com/freelancers/~0169678410bc8d6957>

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LinkedIn : /md-rokibul-islam-7930a6144

Guru: <https://www.guru.com/freelancers/md-rokibul-islam-rajib>

rajib

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### Skills

**SEO:** SEO Audit, On page ,Off page, Technical, Advanced SEO

**Digital marketing:** Social media, Search Engine, Email, Affiliate, Ecommerce, PPC, Content, Video, Amazon marketing +All Paid ads campaign

**Blogging:** Content Writing, Website Audit, Keyword research, Topic Research, Word press plugin, Customization, SEO ,Marketing, Google AdSense

**Programing:** Html, CSS

**Editing:** Image Editing, Video editing, Resume Editing, Text Editing

File management: Microsoft excel, Word, Power point

**Tools:** Google Ad word, Google Analytics,Seoptimizer,SEMrush,Mozbar, Canva,Camtasia,Photoshop,Excel,Word ,Power point, Google search console, Google Keyword planner, Hoot suite, Mail chimp, Bing, Hub spot, Yoast Seo, Facebook Business suite,Google Docs,Auto dialer

**BPO service**

### Education

American International University- Bangladesh

**Bachelor of Science:** Electrical Electronics & Engineering

CGPA: 3.47 up to 12 semester

### Courses

- Google SEO Fundamental(Coursera)
- Fundamental of Digital marketing(Google)
- Increase SEO traffic with word press(Coursera)
- Introduction to search engine optimization(Coursera)
- Search engine optimization Specialization (Coursera)
- Google Analytics For power Users (Google)
- Google ads display certification(Google skillshop)
- Search engine optimization (Bright host it institute)
- Digital marketing(Soft tech it institute)
- Power system analysis (Coursera)
- Power station and substation
- Introduction to social media marketing
- Introduction to html