

P M ASHIKUR RAHMAN

DIGITAL MARKETING SPECIALIST



0480767107



arbappy.eee@gmail.com



25 Harrow Cres Salisbury North, SA 5108



LinkedIn: [@ashikbappy-seo-expert](#)

MY EXPERTISE

- Leadership capability with strong team spirit
- Digital Marketing including social media marketing, search engine optimization, email marketing, content marketing
- SEO Strategy Development
- Technical SEO Audit and fixing issues.
- Local SEO and Schema Optimization, GMB
- Website Tracking and Performance Analysis.
- Link Building, Reputation Management
- Ranking, Website Traffic, Conversion Improvement.
- Problem-solving with dedicated critical thinking capability
- Like to take challenges with a can-do attitude. Can work under pressure and flexible with any changes

SOFTWARE SKILLS

- Microsoft office Suite
- Photoshop, Illustrator
- Microsoft Sharepoint, Gsuite & Microsoft access point
- Figma, Canva

ABOUT ME

Digital Marketing Specialist with 13 years of experience in driving online visibility, traffic, and engagement. As a Top Rated Plus Search Engine Optimization (SEO) expert on Upwork with over 40,000 hours, I specialize in Technical SEO, Local SEO, on-page optimization, and link building. Skilled in leveraging tools like SEMRush, BrightLocal, and Google Analytics to deliver measurable results across diverse digital marketing strategies.

WORK EXPERIENCE

Digital Marketing Specialist

Digilytics | June 2021 - Present

Digilytics is a full-service online marketing agency delivering social media marketing and Search Engine Optimization. My main responsibilities include developing and implementing search engine strategies for clients to improve client online presence.

SEO Specialist

Upwork | Feb 2011- Present

I work as a digital marketing specialist for different clients from all over the world with 200+ successfully completed projects. Feedback and my work history could be found [here](#).

- Develop optimization strategies that increase the clients website search engine results rankings.
- Manage the expenses of SEO campaigns, staying on budget, estimating monthly costs and reconciling differences.
- Closely collaborate with the clients web development team to ensure SEO best practices are properly followed throughout website content.
- Work with editorial and marketing teams to drive SEO in content creation and content marketing.
- Take responsibility for page optimization for search engine marketing.
- Perform ongoing keyword research, discovery and optimization for new SEO keywords to use throughout the company website and marketing materials.
- Research and implement search engine optimization recommendations.

TECHNICAL EXPERTISE

Analytics and Webmaster

Google Analytics, GA4, Google Search Console, Bing Search Console, Google Tag Manager.

Reporting

Google Looker Studio, SEMRush, Agency Analytics, etc

SEO Tool

SEMRush, Ahrefs, Surfer SEO, Screaming Frog, Majestic SEO, Deep Crawler, Sitebulb

Integration and Call tracking

Callrail, Zapier, Mailchimp etc.

Local SEO Tool

Google My Business, Brightlocal, Moz Local, Whitespark, Yext.

Project Manage Tool

Zoho CRM, Asana, Wrike, Everhour, Agency CRM, Basecamp etc.

Website Customization

WordPress, Shopify, Wix, Weebly, Bigcommerce, Joomla etc

Coding Experience

HTML, CSS, C, C++ etc.

ACHIEVEMENTS

Top rated plus freelancer in Upwork Marketplace

SEO Specialist (Remote)

Advice Interactive Group | February 15- December 2019

Advice Interactive Group is a full-service Dallas-based Interactive Marketing Agency comprised of experienced advertising and marketing professionals that provide clients with a clear and distinct voice in the marketplace. Skills/responsibilities I took

- Develop SEO strategies to improve ranking for clients.
- Manage daily SEO Campaigns
- Technical SEO Audit & Competitive Analysis
- Tracking & Optimizing the campaigns
- Develop and implement link building strategy
- Track and analyze website analytics
- SEO Strategy Implementation
- Citation Audit, Local Business Audit, GMB optimization.

SEO Specialist

Advertising Partners | September 2013 - January 2015

- Improve Search Engine Ranking to client websites
- Link Building
- Website traffic improvement and conversion improvement.
- SEO Fullfillment of client website.

MAJOR AWARDS

BASIS OUTSOURCING AWARD 2021

Best Freelancer (District Wise)

CERTIFICATION

- Digital Marketing by Google Digital Garage
- Advanced Google Analytics by GA Academy
- Google Tag Manager by Google
- Google Analytics for Power Users By Google
- Google Data Studio by Google
- SEO Certified by Hubspot Academy
- Digital Marketing Certified by Hubspot

EDUCATIONAL HISTORY

Khulna University of Engineering & Technology

Bachelor of Electrical and Electronic Engineering | March 2009 - August 2013

REFERENCE

Mohammad Istiaq Ahmed

Director
Digilytics PTY Ltd
0449598640

Brent Berger

Chief Executive Officer
Advertising Partners
+13237913722