

Rakib Hasan

Digital Marketing Specialist

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Objective

A highly motivated and results-driven Digital Marketing Specialist with over 4 years of experience in SEO, SEM, social media marketing, content strategy, and online branding. I am passionate about helping businesses grow and improve their online presence through data-driven digital marketing strategies. Seeking opportunities to leverage my expertise in creating impactful marketing campaigns and driving measurable business success.

Professional Experience

Digital Marketing Specialist

Freelancer | January 2021 – Present

- Successfully planned, implemented, and managed SEO and SEM campaigns for a variety of clients across industries including e-commerce, real estate, and tech.
- Developed and executed content marketing strategies that increased organic traffic by 50% for multiple clients.
- Created and optimized paid ad campaigns on Google Ads, Facebook, and Instagram, improving ROI by 30%.
- Managed social media accounts, growing engagement and followers by over 40% for multiple clients.
- Conducted market research and competitive analysis to refine campaign strategies and enhance client outcomes.

Digital Marketing Coordinator

2D Digital Agency | June 2019 – December 2020

- Led SEO and SEM campaigns, resulting in a 60% increase in organic traffic for clients within the first 6 months.
- Assisted in creating content calendars and managing blog posts, improving audience engagement by 25%.
- Coordinated with design and development teams to ensure marketing strategies aligned with business objectives.

- Monitored performance metrics using Google Analytics and other tools to optimize campaigns and track progress.
 - Managed email marketing campaigns, achieving an average open rate of 22% and click-through rate of 5%.
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Skills

- **Search Engine Optimization (SEO):** On-page and off-page SEO, keyword research, technical SEO, backlink strategies
 - **Paid Advertising (PPC):** Google Ads, Facebook Ads, Instagram Ads, Campaign optimization
 - **Social Media Marketing:** Content creation, community management, strategy, analytics
 - **Content Marketing:** Blogging, email campaigns, content calendars, conversion optimization
 - **Analytics & Reporting:** Google Analytics, SEMrush, Moz, Ahrefs, Google Search Console
 - **Tools:** WordPress, HubSpot, Hootsuite, Canva, Mailchimp, Google Ads, Facebook Ads Manager
 - **Soft Skills:** Project management, teamwork, communication, problem-solving, time management
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Education

Bachelor of Business Administration in Marketing

University of Dhaka, Dhaka, Bangladesh | Graduated: 2019

- Relevant Coursework: Digital Marketing, Consumer Behavior, Advertising Strategy, Market Research
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Certifications

- **Google Analytics Certified** – Google
 - **Google Ads Certification** – Google
 - **Facebook Blueprint Certification** – Facebook
 - **HubSpot Inbound Marketing Certification** – HubSpot
 - **SEO Fundamentals** – SEMrush Academy
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Projects

E-Commerce SEO Campaign for Imper Retailers

- Increased organic traffic by 70% within 3 months by implementing on-page SEO, technical improvements, and a backlink strategy.
- Managed paid search ads and social media campaigns, leading to a 40% increase in online sales.

Content Marketing Strategy for XYZ Software

- Developed and executed a content strategy that resulted in a 50% increase in lead generation.
 - Created blog posts, case studies, and email campaigns to engage the target audience and boost brand awareness.
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Languages

- **English:** Fluent (Written & Spoken)
 - **Bengali:** Native
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Personal Interests

- **Technology & Trends:** Passionate about staying up-to-date with the latest digital marketing tools and techniques.
- **Travel:** Exploring new cultures and experiences to broaden my perspectives.
- **Fitness:** Regularly practice yoga and running for mental clarity and physical well-being.