

WORK EXPERIENCE

- SEO Specialist (Content) – Summer Intern**
Keyhole, Toronto, ON June 2019 – Aug 2019
 - ✓ Performed extensive KOB keyword research to ensure content optimization on Google
 - ✓ Executed thorough competitor research on content topics, content gaps, and link opportunities by utilizing Ahrefs, Ubersuggest, Buzzsumo.
 - ✓ Developed and implemented content marketing strategies which resulted in 25% increase in organic traffic in blogs and website.
 - ✓ Collaborated with freelance writers to brainstorm content ideas utilizing keyword data and trends
 - ✓ Used Google Analytics and Search Console to modify content to increase traffic
 - ✓ Created content that adhered with Keyhole, line of business and customers
- SEO Analyst – Summer Intern**
BreezeMaxWeb, Toronto, ON Feb 2018 – Sept 2018
 - ✓ Managed and executed implementation of innovative and compelling SEO strategy
 - ✓ Increased organic traffic by 10% through On-Page Optimization, Off-Page Optimization and converting traffic to conversion goals
 - ✓ Audited digital experience against latest SEO best practices by using experience, data analysis, and latest industry trends and tools
 - ✓ Added 130 custom codes on Pizza Nova website to increase online traffic by 20%
 - ✓ Performed keyword research, data and market trend analysis to identify opportunities for content marketing
 - ✓ Managed a team of two to work on Pizza Nova campaign
 - ✓ Implemented best practice of HTML and CSS and other programming language

EXTRA CURRICULAR & PROJECTS

- Bangladesh Student Association at York University**
 - ✓ Managed Bangladesh Student Association Facebook and Instagram account and executed event promotion
 - ✓ Created captivating content and posters to boost organic social media traffic
 - ✓ Outreached to different other clubs for collaboration to promote club’s activity
- Bonanza Indian Cuisine (Freelancer)**
 - ✓ Ran Instagram and Facebook advertising campaigns by utilizing proper hashtags, geo location tagging to ensure high engagement
 - ✓ Implemented location-based advertising which increased sales by 10%
- DropWave Advisory Group**
 - ✓ Designed and developed DropWave Advisory Group’s website aligned with SEO guidelines
 - ✓ Managed WordPress and Bluehost panel to make sure that website runs smoothly
 - ✓ Chose and interviewed potential candidate for internship opportunity

EDUCATION

- Marketing**
York University, Toronto, ON
Bachelor’s in Business Administration | Specialization in Marketing

CERTIFICATE

- HubSpot Inbound Marketing

SKILLS

Languages

HTML ●●●●●

CSS ●●●●●

CMS

WordPress ●●●●●

Shopify ●●●●●

Tools and Analytics

Google Analytics ●●●●●

SEMrush ●●●●●

Ahrefs ●●●●●

Search Console ●●●●●

Technical Skills

SEO ●●●●●

Web Dev ●●●●●

Design

Lightroom ●●●●●

Canva ●●●●●

Soft Skills

Leadership

Time Management

Team player

Management

Interpersonal Skills

Interests

Tech Enthusiast

Aspiring Photographer

Sports Fan