








Shourob A Khan

CONTACT

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SKILLS

- Programming Languages: Python, R, SQL
- Machine Learning Libraries: TensorFlow,
- Data Visualization: Tableau,
- Statistical Analysis: Hypothesis testing, Regression analysis
- Search Engine Optimisation (SEO)
- Link building strategy
- E-commerce management
- SEO Audit
- On-Page and Off-Page Optimization
- Technical Optimization
- Keyword Research
- Google Analytics

LANGUAGES

English

Fluent

Bengali

Native

Hindi

Intermediate

PROFESSIONAL SUMMARY

MSc Data Science graduates with a strong background in statistics and a passion for applying machine-learning techniques to solve real-world problems. Skilled in conducting SEO audits, optimizing websites for search engines, and analyzing Google Analytics data. Proficient in Python and experience in implementing sentiment analysis and fraud detection algorithms. Seeking a challenging position in Data Science to leverage skills and contribute to data-driven decision-making. Determined individuals well-versed in web design, analytics, and SEO. Possesses a keen ability to identify target leads and demographics. Seeking to apply critical thinking and innovative approaches to achieve goals.

WORK HISTORY

SEO Executive

05/2023 - Current

Quick System - London

- Perform website SEO audits, including on-page, off-page, and technical optimizations
- Conduct keyword research to optimize website content for improved organic search rankings
- Analyze Google Analytics data to measure quality of SEO traffic and identify areas for improvement
- Set up SEO dashboards and track goals to monitor website performance
- At least 20-30 Optimize landing pages and lead magnets to increase conversion rates.
- Analyzed website performance and effectively practiced SEO optimization, increasing web traffic by 50%.

Digital Marketing Executive & SEO Team Leader

12/2019 - 10/2020

Staff Asia - Sylhet

- Build, plan, and implement overall digital marketing strategy
- Manage and train rest of the team
- Stay up to date with latest technology and best practices
- Manage all digital marketing channels
- Measure ROI and KPIs
- Prepare and manage digital marketing budget
- Oversee all company's social media accounts
- Manage and improve online content, considering SEO and Google Analytics
- Motivate digital marketing team to achieve goals
- Monitor competition and provide suggestions for improvement and increased 30%-40% sells yearly.
- Maximized strategy effectiveness by studying economic indicators, identifying needs, and monitoring competition.
- Boosted web traffic through strategic content marketing.
- Developed and executed sales promotions, increasing revenue through targeted campaigns.

Digital Marketer

02/2019 - 10/2019

Authlab Limited – Sylhet

- Contributed to digital marketing initiatives for IT services and IT consulting company
- Implemented SEO strategies to improve website rankings and drive organic traffic
- Conducted keyword research and optimized website content for search engine visibility
- Analyzed Google Analytics data to evaluate effectiveness of SEO campaigns.

Senior SEO Specialist

02/2018 – 11/2018

The Four Online Group – Sylhet

- Managed end-to-end SEO activities, including audits, on-page optimization, and off-page link building
- Implemented technical optimization techniques to improve website performance
- Conducted comprehensive keyword research to target relevant search terms
- Analyzed Google Analytics data to track website performance and identify areas for improvement

EDUCATION

MSc: Data Science, 2023

London South Bank University – London

- **Projects:** Conducted sentiment analysis to analyze public opinion on various topics. Developed a fake news detection system using natural language processing techniques. Implemented a high-resolution image formation algorithm from low-resolution inputs.
- **Dissertation: "Fraud Detection in Credit Cards using Advanced Anomaly Detection Techniques."** Conducted in-depth research on advanced anomaly detection methods and applied them to detect fraudulent activities in credit card transactions. Leveraged machine learning algorithms, statistical analysis, and pattern recognition to develop a robust fraud detection system.

BSc: Statistics, 2019

National University – Bangladesh, Bangladesh

PROJECT

E-commerce Based website: **Coxify (www.coxify.com)**