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Shourob A Khan

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| Professional summary  MSc Data Science graduate with a strong background in statistics and a passion for applying machine-learning techniques to solve real-world problems. Skilled in conducting SEO (Search Engine Optimization) 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 individual 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 to 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. * Optimize landing pages to minimum 20-30 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 to 10/2020  Staff Asia **- Sylhet**   * Built, planned, and implemented overall digital marketing strategy. * Managed, motivated and trained team of \_\_ for on boarding and projects to achieve goals. * Stayed up to date with the latest technology and best practices. * Managed all digital marketing channels and boosted web traffic through strategic content marketing. * Measured ROI and KPIs to measured ROI and KPIs to assess the performance, profitability and overall impact of our projects, investments and operational activities. * Prepared and managed digital marketing budget to ensure \_\_\_ * Oversee all of the company's social media accounts. * Managed and improved online content, considering SEO and Google Analytics * Maximized strategy effectiveness by studying economic indicators, identifying needs, and monitoring competition that resulted in an increased 30-40% sells yearly. * Developed and executed sales promotions, increasing revenue through targeted campaigns. * Performed detailed market and competitor analyses to inform digital marketing strategy.   Digital Marketer, 02/2019 to 10/2019  Authlab Limited **- Sylhet**   * Contributed to digital marketing initiatives for IT services and IT consulting companies. * 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 to 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        Languages  **English** **:**    Fluent  **Bengali** **:**    Native  **Hindi** **:**    Intermediate |  | Contact  **Address** : 12 Rosedale House, London, United Kingdom E78AT **Address** : 12 Rosedale House, E78AT, London, United Kingdom  **Phone** : 07842685811  Email: shourobk64@gmail.com  **LinkedIn :**https://www.linkedin.com/in/shourob‑khan‑853338247        Skills   * Programming Languages: Python, R, SQL * Machine Learning Libraries: TensorFlow * Data Visualization: Tableau * Statistical Analysis: Hypothesis testing, Regression analysis * Search Engine Optimization (SEO) * Link building strategy * E-commerce management * SEO Audit * On-Page and Off-Page Optimization * Technical Optimization * Keyword Research * Google Analytics * 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 |

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