

# MD SHARIFUL ISLAM

SEO specialist & Digital Marketer.

DATE OF BIRTH: 01/01/1997



## OVERVIEW

To obtain a responsible position with a reputed organization, where I can effectively apply my skills and knowledge I've learned, and also to get an opportunity be a part by focusing on providing significant contribution to the success of company.

Nurer Chala, Notun Bazar, Vatara Dhaka,1212.

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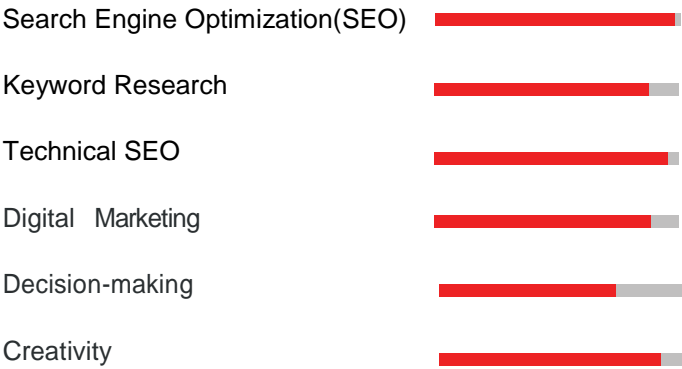
sharif869215@Gmail.com

[Portfolio](#)

[facebook.com/sharif3415](https://facebook.com/sharif3415)

[linkedin.com/in/sharif2032](https://linkedin.com/in/sharif2032)

## EXPERTIES



## EDUCATION & TRAINING

Diploma in Engineering  
(Dept. Architecture and Interior Design)  
Feni Polytechnic Institute  
2014-2018  
Feni, Chittagong, , Bangladesh

BS.c In Civil Engineering (CEE)  
Fareast International University (FIU)  
Banani, Dhaka, Bangladesh

## WORK EXPERIENCE

2024-(Present)

Search Engine Optiization Specialist  
**Cutting Edger**  
- West Panthapath, Dhaka-1205

- Conducting keyword research to identify relevant terms and phrases.
- Optimizing website content, including text, images, and meta tags, to align with target keywords.
- Implementing technical SEO strategies, such as improving site speed, fixing crawl errors, and optimizing site structure.
- Building high-quality backlinks through outreach and content promotion.
- Analyzing website performance using tools like Google Analytics and Search Console, and making data-driven decisions to improve SEO.
- Staying up-to-date with industry trends and algorithm changes to adjust strategies accordingly.
- Collaborating with web developers, content creators, and marketing teams to ensure SEO best practices are integrated across all aspects of the website.

2022- 2024

Senior SEO Specialist & Digital Marketing  
**MitNog IT**  
- Mirpur 2, Dhaka-1236

- Spearheaded SEO strategies for a diverse client portfolio, driving a 25% average increase in organic traffic and contributing to a 32% growth in overall client satisfaction.
- Conducted extensive keyword research and analysis to identify high-value opportunities and optimize on-page content, resulting in improved search engine rankings across various industries.
- Implemented technical SEO enhancements, including site architecture improvements, mobile optimization, and structured data markup, leading to a 28% increase in website performance and user experience.
- Managed and executed successful link-building campaigns, securing high-quality backlinks and enhancing domain authority for clients in competitive markets.
- Played a key role in developing and maintaining content strategies, ensuring alignment with SEO best practices and target audience needs.

## DIGITAL SKILLS

- Microsoft Office
- Search engine Optimization (On Page & Off Page)
- Search engine Marketing
- SEO Analysis Tools (Google Analytics, SEMrush, Moz)
- Social Media Marketing
- Content Optimization
- Analytical Thinking
- Technical SEO(site speed, mobile optimization, schema markup)
- Digital Marketing
- Problem-Solving
- Effective Communication

### Communication Skill:

Bangla : First language, proficient in speaking, reading & writing.

English : Second language, proficient in speaking, reading & writing.

2021-2022

SEO Analyst & Digital Marketing Specialist

**GEOTECH IT**

- Mirpur 1, Dhaka-1236

- Collaborated with cross-functional teams to develop and implement on-page and off-page SEO strategies, resulting in a 30% increase in organic search traffic.
- Conducted regular SEO audits to identify and rectify issues affecting website performance, ensuring compliance with search engine algorithms.
- Developed and executed link-building campaigns, establishing high-quality backlinks to improve domain authority and search rankings.
- Stayed abreast of industry trends and algorithm updates to adjust strategies accordingly and maintain optimal website visibility.
- Created and managed pay-per-click (PPC) advertising campaigns on platforms such as Google Ads and Facebook Ads, achieving a 25% reduction in cost per acquisition.

2019-2020

SEO Specialist.

**SR Institute**

- 27 Dhanmondi, Dhaka-1236

- Led comprehensive SEO strategies resulting in a 30% increase in organic search traffic within 2 months.
- Conducted in-depth keyword research and analysis to identify high-value opportunities and improve content relevance.
- Implemented on-page optimization techniques, including meta tags, header tags, and URL structures.
- Collaborated with content creators to ensure SEO best practices
- Utilized Google Analytics, Google Search Console, and other SEO tools to analyze data, track KPIs, and provide actionable insights for ongoing optimization.