

1	PROPOSED POSITION FOR THIS PROJECT	SEO & Marketing Expert			
2	NAME OF STAFF	MAHABUBA MUNMUN			
3	DATE OF BIRTH	June 01, 1992.			
4	NATIONALITY	Bangladeshi			
5	MEMBERSHIP IN PROFESSIONAL SOCIETIES	N/A			
6	EDUCATION:	Diploma in Engineering (4 years) 3.66 Out of 4. Bangladesh Technical Education Board (BTEB). Computer Technology. 2014 Tangail Polytechnic Institute			
7	MOBILE NUMBER	+8801600147095			
8	E-MAIL ADDRESS	mahabubamunmun@gmail.com			
9	OTHER TRAINING	Seo & Marketing Training Victoria Road, Tangail. 2013 Six Months. Graphics Design and Multimedia Programming (81) Photoshop, Illustrator, Multimedia. Bestway Technical Institute (54173) Tangail Sadar, Tangail. 2013 Three Months.			
10	LANGUAGES & DEGREE OF PROFICIENCY	<u>Language</u>	<u>Speaking</u>	<u>Reading</u>	<u>Writing</u>
		Bengali English Hindi	Fluent Fluent Fluent	Excellent Excellent -	Excellent Excellent -
11	COUNTRIES OF WORK EXPERIENCE	Bangladesh			
12	EMPLOYMENT RECORD EMPLOYER 1 Webase Solutions Position Held : SEO Expert Key Responsibilities: <ul style="list-style-type: none"> Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns 	FROM: January 2021		TO: Present	

	<ul style="list-style-type: none"> • Track, report, and analyze website analytics and PPC initiatives and campaigns • Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies. • Optimize copy and landing pages for search engine marketing • Perform ongoing keyword discovery, expansion and optimization • Research and implement search engine optimization recommendations • Research and analyze competitor advertising links • Develop and implement link building strategy • Work with the development team to ensure SEO best practices are properly implemented on newly developed code • Work with editorial and marketing teams to drive SEO in content creation and content programming 		
	<p>EMPLOYER 2 Assistance SEO & Marketing Teleba Solutions Ltd</p> <p>Key Responsibilities:</p> <ul style="list-style-type: none"> • Develop optimization strategies that increase the company's website search engine results rankings • When conducting paid search campaigns, the SEO Specialist will execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI 	<p>FROM: March 2018</p>	<p>TO: December 2020</p>

	<ul style="list-style-type: none"> • Manage the expenses of SEO campaigns, staying on budget, estimating monthly costs and reconciling differences • Closely collaborate with web development team to ensure SEO best practices are properly followed throughout website content • Work with editorial and marketing teams to drive SEO in content creation and content marketing • Take responsibility for page optimization for search engine marketing • Perform ongoing keyword research, discovery and optimization for new SEO keywords to use throughout the company website and marketing materials • Research and implement search engine optimization recommendations • Create and execute link building strategy • Change website architecture, content, linking and other factors to improve SEO positions for target keywords • Determine measurable goals that demonstrate improvement in marketing efforts • Monitor daily performance metrics with SEO tools such as Google analytics to understand SEO strategy performance • Collaborate with others within the marketing department to manage SEO strategy • Write compelling and high- quality website content, including blog posts and page descriptions to improve website search results 		
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CERTIFICATION

I, the undersigned, certify that (i) I was not a former employee of the Client immediately before submission of this Proposal, (ii) I have not offered my CV to be proposed by a Firm other than this Consultant for this assignment and, (iii) to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I also understand that any willful miss-statement described herein may lead to my disqualification or dismissal, if engaged.

I have been employed by **Webase Solutions**. Continuously for the last twelve (12) months as regular full-time staff. Indicate “Yes” or “No” in the boxes below:

YES

☒

NO

☐

Signature

Date of Signing