

# KHAIRUL AHMED

## Analytics and Hubspot-Certified SEO Specialist

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Brahmanbaria, Bangladesh



## SUMMARY

I've been in the SEO industry for 3+ years. I have experience working as an in-house SEO, at the SEO agency, as an SEO freelancer, SEO Expert, and as an SEO Specialist. I've worked with some of the biggest brands in the world and small local businesses. I have experience working with affiliate websites, E-Commerce, Industry, and lawyer SEO. I specialize in performing advanced in-depth SEO audits and helping businesses create (& execute) successful SEO strategies. My love for SEO is deep, and my hunger for SEO is knowledge insatiable.

## SKILLS

SEO Best Practices

Local SEO

Google My Business

Keyword Research

On-Page SEO

Technical SEO

Link-Building

Ahrefs

Moz Pro

SEMRush

Google Search Console

Google Analytics

Content Creation

ChatGPT

HTML5

CSS3

Javascript

WordPress Design

Analytical Skills

Communication Skills

Good Team Player

Problem-solving

Time Management

Screaming Frog

and Leadership.

## EXPERIENCE

### SEO Specialist

#### The Yes Global

01/2022 - Present Brooklyn, The New York, USA

Managed SEO campaigns for diverse clients.

- Develop and execute SEO strategy for the website for various clients project, redesigned sitemaps, integrated backlinks, and enhanced keyword optimization to improve unique, organic traffic by 140% YOY across product pages for any services.
- Manage a team of 4+ digital marketing professionals to conduct in-depth research on industry keywords, perform SEO audits, and refine sitemaps.
- Reduce bounce rates from 45% to 34% by optimizing content relevance for audiences and identifying opportunities to improve page load times.

## STRENGTHS



### Analytical Thinker

Utilized data-driven strategies to improve SEO performance by 35% in previous roles.



### Excellent Communicator

Coordinated with cross-functional teams to align marketing goals, resulting in a unified and effective strategy.



### Creative Content Creator

Developed engaging website content, including blog posts and pages, that increased site traffic by 25%.

## TRAINING / COURSES

- Google Analytics Certification;
- Google My Business Certification;
- SEO Certified from HubSpot Academy;
- Local SEO Certification from SEMRush

## WHAT COULD I DO TO YOUR COMPANY ?



### 1. Strategy Development:

✓ Devise comprehensive SEO strategies that align with objectives and contribute to overall business growth.

✓ Conduct thorough keyword research, competitor analysis, and industry trends to inform strategy.



### 2. Technical SEO Expertise:

✓ Implement advanced technical SEO best practices to enhance website performance, crawlability, and indexation.

✓ Collaborate with development teams to implement SEO recommendations and ensure site health.

## EXPERIENCE

### SEO Specialist

#### Entry IT

📅 01/2021 - 12/2021 📍 Sydney, Australia

Oversaw SEO strategies.

- Lead SEO marketing initiatives for 8+ client accounts valued at \$100K-\$150K, optimize content and on-page elements, identify keywords and title tags with high SEO potential, and drive improvements in organic traffic by up to 200%.
- Oversee a website redesign project for a real estate business following a name change, identify optimal header tags, integrate meta descriptions, and reduce load times on top pages, resulting in a first page Google ranking
- Prepared informational and reader-friendly reports.
- Reduced a client's interior design blog bounce rate from 42% to 11%.
- Improved rankings from page 3 to Top 5 for 10+ high-competition keywords in the interior design niche.

### SEO Specialist Internship

#### Faisal IT Lab

📅 02/2020 - 10/2020 📍 Dhaka, Bangladesh

Doing all SEO related work.

- Crafted an SEO strategy from scratch to increase organic leads by 60% in 6 months
- Researched and identified 36 keyword clusters and opportunities
- Created 24 SEO-optimized pages around these keyword clusters in 6 months
- Built 15 links from high authority websites using guest post outreach and digital PR
- Improved organic traffic by 82% and improved organic leads by 64%.

## EDUCATION

### Bachelor's Degree in Mathematics

#### National University

📅 2018 - 2022 📍 Bangladesh

## LANGUAGES

#### English

Advanced



## WHAT COULD I DO TO YOUR COMPANY ?



### 3. Content Optimization:

- ✓ **Optimise website content for search engines, ensuring it is user-friendly and aligned with SEO best practices.**
- ✓ **Develop and implement content strategies that resonate with target audiences and drive organic traffic without compromising the brand.**



### 4. Link Building:

- ✓ **Develop and execute effective link-building strategies to enhance the website's authority and credibility.**
- ✓ **Build a strong backlink profile and foster relationships with relevant influencers, bloggers, and partners.**