



Sanjoy Roy

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Career Objective

To contribute to a dynamic and challenging work environment where I can apply and enhance my skills, while driving growth and success for the organization, as well as my own professional development.

Skills

- Digital Marketing
- Search Engine Optimization (SEO)
- Social Media Marketing
- Web Development (WordPress)
- Google and Facebook Ads
- Microsoft Office

Language

- English
- Bangla

Education

Bachelor of Arts – BA

2016 – 2020

National University, Bangladesh

Institute: Nowhata Gov Degree College, Rajshahi

Group : History **CGPA:** 2.38

Higher Secondary Certificate – H.S.C

2014 – 2015

Institute: Varendra College, Rajshahi

Group : Humanities **CGPA:** 3.17 **Board :** Rajshahi

Work Experience

Search Engine Optimization Expert

2020 – 2024

As a freelancer of Fiverr, Upwork

- Executed SEO strategies on Fiverr and Upwork, boosting client rankings.
- Performed keyword research and on-page/off-page SEO.
- Optimized website content and metadata for better visibility.
- Built quality backlinks to enhance domain authority.
- Analyzed site performance, driving higher engagement and conversions.

Social Media Marketing Manager

2022 – 2023

USA SEO Company

- Managed social media campaigns to boost engagement and visibility.
- Developed data-driven strategies for content and ads.
- Increased followers by 30% through organic and paid efforts.
- Aligned social media with SEO goals for better performance.
- Analyzed metrics to improve ROI.
- Led influencer partnerships to expand reach.

Training summary

- Database Programming Course 2016** – Bangladesh Technical Education Board, Dhaka
- Digital Marketing Course** – Learning and Earning Development Project 2020
- YouTube Marketing For Organic Reach Course 2021** – Bohubrihi

References

MD. Akash

USA SEO Company / CEO

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