

# MEHEDI HASAN AKASH

## SEO Consultant

### CONTACT

PHONE	EMAIL	ADDRESS	LINKEDIN
+8801986284500	najibakash@gmail.com	Dhaka, Bangladesh	<a href="https://www.linkedin.com/in/najibakash">/in/najibakash</a>

### EDUCATION

2023	PROFESSIONAL DIPLOMA IN DIGITAL MARKETING	2015	HIGHER SECONDARY CERTIFICATE
	Major: Marketing University of Maryland	Subject: Science Brahmanbaria Govt College	

### LANGUAGE

ENGLISH	BENGALI
Proficiency: Professional	Proficiency: Native

### EXPERIENCE

SEO MANAGER   DISPLAYINSEL	MAR, 2024 - JUL, 2024	<ul style="list-style-type: none"><li>Maintained couple of projects and improved their SEO performance</li><li>Guided content writer to make the perfect content that fulfill the intent</li></ul>
----------------------------	-----------------------	--

SEO ANALYST & CONTENT STRATEGIST   SOCIALO	JUL, 2023 - DEC, 2023	<ul style="list-style-type: none"><li>Built their SEO strategy &amp; content cluster</li><li>Guided content writer to make the perfect content that fulfill the intent</li></ul>
--	-----------------------	--

SEO ANALYST   SYLHET ONLINE SERVICE	JUL, 2023 - DEC, 2023	<ul style="list-style-type: none"><li>Built client websites and maintained SEO best practice</li></ul>
-------------------------------------	-----------------------	--

### SKILLS

<ul style="list-style-type: none"><li>Developing marketing strategy</li><li>Preparing SEO strategy</li><li>Campaign planning for social media</li><li>Go-to-market planning</li><li>Website building with WP</li><li>Cold Calling &amp; Telemarketing</li><li>Solution marketing mindset</li><li>Designing landing page</li></ul>	<ul style="list-style-type: none"><li>Optimizing email marketing campaign</li><li>Dealing with customer using CRM</li><li>English communication skill</li><li>Customer handling</li><li>Social media crisis management</li><li>Web analytics</li><li>Marketing automation</li></ul>
---	---

### TOOLS

<ul style="list-style-type: none"><li>Screaming Frog</li><li>Ahref</li><li>SEMrush</li><li>SEOquake</li><li>Hootsuite</li><li>Mailchimp</li></ul>	<ul style="list-style-type: none"><li>Canva</li><li>GA4</li><li>Keyword Tool</li><li>Alsoasked</li><li>Answerthepublic</li><li>HubSpot CRM</li></ul>
---	--

## CERTIFICATIONS FROM LINKEDIN

- SEO: keyword strategy
- Mailchimp essential training
- GA4 for SEO (SEMrush academy)
- Customer experience: journey mapping
- Learning HubSpot CRM
- Content marketing: ROI
- Developing cross-cultural intelligence
- Creating a communications strategy
- Design thinking: customer experience
- Drupal 9 developer (LinkedIn & Forcontu)
- Learning to write marketing copy
- JavaScript essential training

## ASSESSMENT RESULTS

Subject	Level	Authority (with link)
Social Media	Proficient	<a href="#">Indeed</a>
Marketing	Highly Proficient	<a href="#">Indeed</a>
Written Communication	Familiar	<a href="#">Indeed</a>
Proofreading	Proficient	<a href="#">Indeed</a>
Administrative	Proficient	<a href="#">Indeed</a>
GA4 Assessment	Top 15% of 1.3M	<a href="#">LinkedIn</a>
Wordpress Assessment	Top 30% of 1.2M	<a href="#">LinkedIn</a>
SEO Assessment	Top 30% of 2.2M	<a href="#">LinkedIn</a>