

# MEHEDI HASAN AKASH

## SEO Consultant

CONTACT	PHONE +8801986284500	EMAIL najibakash@gmail.com	ADDRESS Dhaka, Bangladesh	LINKEDIN <a href="#">/in/najibakash</a>
EDUCATION	2023 PROFESSIONAL DIPLOMA IN DIGITAL MARKETING Major: Marketing University of Maryland	2015 HIGHER SECONDARY CERTIFICATE Subject: Science Brahmanbaria Govt College		
LANGUAGE	ENGLISH Proficiency: Professional	BENGALI 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><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><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>