

AL-AMIN IFTY

SEO CONTENT WRITER

CONTACT

 +8801795345067
 ifty.amin54@gmail.com
 www.medium.com/@ifty54
 /in/ifty54
 22, Nur Fatah Lane, Lalbagh,
Dhaka-1211

SKILLS

Content Writing
Content Proofreading
Search Engine Optimization
WordPress & CMS Management
Microsoft Excel & PowerBI
Research & Analysis

EDUCATION

Bachelors in Mathematics
Shahjalal University of Science & Technology, Sylhet
Graduation: 2022

Higher Secondary Certificate
Notre Dame College, Dhaka
2016
GPA: 5.00

Secondary School Certificate
Udayan Higher Secondary School
2014
GPA: 5.00

PROFILE

Highly motivated and ambitious digital marketing enthusiast with a strong focus on content development.

Aspiring to become an industry expert in leveraging compelling storytelling and SEO strategies to drive brand visibility and engagement.

Working on Digital Marketing sector (SEO & Content Development) with gaining 3+ years of industrial experience and Completed Bachelor of Science in Mathematics.

Now, looking forward to leverage my knowledge and expertise in relevant fields.

WORK EXPERIENCE

RANK WIZARDS LLC

CONTENT WRITER

FEBRUARY - JUNE 2022

CONTENT INTERN

JULY - SEPTEMBER 2022

- Crafted high-quality and informative tech-based content (IT, Automobile, Electronics, Mechanical Tools, etc) to engage and educate target audiences.
- Conducted thorough research to understand client needs and preferences, and developed content accordingly.
- Implemented SEO strategies to optimize content for search engines and improve organic visibility.
- Conducted content audits and made recommendations for improvements based on analytics and feedback.

MUSKLY DIGITAL

CONTENT WRITER

MAY 2020 - MAY 2021

- Created SEO-optimized content for SaaS and digital marketing niches, increasing website traffic by 40%.
- Managed WordPress site, updating pages and enhancing user experience.
- Developed content strategy aligned with marketing goals, resulting in improved brand visibility and lead generation.

ACHIEVEMENTS

- Best Writer of the Month by Rank Wizards LLC (May & August 2020)
- Selected as Trainer for Policy CampX by Youth for Policy & IID (2020)
- Selected as Member for Policy Camp by Youth for Policy & IID (2019)
- Best Delegate in SUST Diplomatic Amalgamation by SUSTMUNA (2018)
- Selected for Personal Leadership Project by Global Youth Biodiversity Network (2018)
- Perfect Attendance Award from Notre Dame College, Dhaka (2016)

EVENT MANAGEMENT

HULT PRIZE

FINANCE CO-ORDINATOR

- Created and managed the event budget, including estimating expenses, forecasting revenue, and monitoring financial resources
- Collaborated with 2 sponsors (Leadsas Global Action & Al Haramain Hospital) to secure financial support for the event
- Worked closely with other event coordinators and team members to align financial goals with overall event objectives

WORK EXPERIENCE

YOUTH SCHOOL FOR SOCIAL ENTREPRENEURS (YSSE)

CONTENT INTERN

JULY 2020 - NOVEMBER 2020

- Content writing on multiple niche
- Analyzing keyword
- Identifying search intent and user persona
- Preparing meta description
- Utilizing LSI, secondary keywords
- Content proofreading

EXTRA CURRICULAR ACTIVITIES

BANGLADESH YOUTH LEADERSHIP CENTER (BYLC)

CAMPUS AMBASSADOR

MARCH - DECEMBER 2019

- Organized 2 promotional events at Shahjalal University of Science & Technology, Sylhet engaging 500+ students while 75 students pre-registered through my referral
- Implemented offline and online marketing strategies to promote 5 BYLC Signature Programs and Activities
- Led physical campaigns for BYLC Youth Leadership Summit & Bootcamp, including distribution of flyers and posters
- Successfully facilitated the enrollment of 25 students into BYLCx, an online course platform focusing on 21st Century Skills

YOUTH OPPORTUNITIES (YO)

CAMPUS AMBASSADOR

JANUARY - DECEMBER 2020

ASHOKA

SUMMER INTERN

MAY - NOVEMBER 2018

- Assisted the flagship program 'Ashoka Youth Venture' in identifying and supporting teenage changemakers (aged 12-18) running social/non-profit ventures in Bangladesh
- Successfully referred and enrolled 7 young changemakers into the flagship program
- Drafted and submitted a proposal for the Direct Aid Program (DAP) of the Australian High Commission in Bangladesh to secure funding for Chinishpur Dipshikha Mohila Samity (CDMS), a women-empowered NGO based in Narsingdi