

Md Obaidul Haque

SEO Specialist | Digital Marketing Expert

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SUMMARY

Experienced **SEO Specialist** with 7+ years in **on-page, off-page, and technical SEO**. Expert in **backlink building, keyword research**, and improving **search engine rankings**. Skilled in **content optimization, local SEO**, and **competitor analysis**. Proficient in **HTML, CSS, JavaScript**, and **SEO tools**, with a focus on **user experience** and **responsive design**. Dedicated to delivering measurable results and staying **updated with industry trends**.

SKILLS

SEO Best Practices, Local SEO, Ahrefs, Screaming Frog, SEMRush, Google Analytics, PPC, Content Creation, ChatGPT, HTML, CSS & JavaScript

EXPERIENCE

SEO Specialist
Freelancer

Nov - 2024
Present

Managed SEO campaigns for diverse clients.

- Executed comprehensive SEO strategies, including keyword research, technical audits, and backlink development, to drive a 30% average increase in organic traffic for diverse clients.
- Enhanced website performance by resolving technical issues such as crawl errors, page speed optimization, and schema markup integration using advanced SEO tools like Ahrefs and Google Search Console.
- Developed tailored content strategies aligned with client objectives, optimizing blogs, landing pages, and e-commerce platforms to achieve higher engagement and improved search engine rankings.

SEO Consultancy
Webgo Agency

Dhaka, Bangladesh
2018 - 2020

Oversaw digital marketing strategies.

- Increased organic website traffic by 50% through comprehensive on-page, off-page, and technical SEO tactics.
- Collaborated with developers to implement technical improvements like schema markup, XML sitemaps, and mobile optimization.
- Built and managed over 200 high-quality backlinks, improving website rankings on competitive keywords.

SEO Specialist | Victorious Marketing
Seer Interactive

San Francisco, California
2016 - 2018

Coordinated marketing efforts across channels.

- Worked closely with other marketing professionals to align goals, improving overall campaign effectiveness by 70%.
- Contributed to the development of the SEO strategy, leading to a 15% improvement in search engine rankings.
- Assisted in the creation of engaging website content, including blog posts and pages.

EDUCATION

Bachelor's Degree in Marketing
East West University

Private university in Dhaka
2012 - 2016

LANGUAGES

English,

Spanish, French, Arabic, German,
Mandarin Chinese, Portuguese

KEY ACHIEVEMENTS

- Increased Organic Traffic
- Successfully boosted organic traffic by **97%** within **6 months** for a client's e-commerce website.
- Backlink Expertise
- Built **500+** high-authority backlinks, resulting in a significant improvement in domain authority and organic search visibility.
- Revenue Growth
- Contributed to **50%** growth in sales through effective SEO strategies and conversion rate optimization.
- Campaign Execution
- Led a successful content marketing campaign that exceeded KPIs by 40%, driving a significant increase in website traffic and customer conversions.
- Content Optimization
- Optimized 50+ blog posts and landing pages for SEO, increasing user engagement by 35%, leading to higher visibility and more conversions.

- Ranked High-Competition Keywords
- Achieved first-page rankings for **40+** high-competition keywords within a competitive industry.
- Technical SEO Improvements
- Resolved **Site Speed Optimization, Mobile Optimization, Schema Markup, Sitemap, Crawl Errors, CDN**, on. leading to a **boosted SEO performance**, on. **30% faster site loading time**.
- Local SEO Excellence
- Enhanced local visibility by optimizing Google Business Profile and local citations, resulting in a **60%**.
- SEO Training & Mentoring
- Trained and mentored **30+** junior team members, enhancing overall team efficiency.
- Competitor Analysis Expertise
- Conducted in-depth competitor analysis, identifying keyword gaps, content opportunities, and backlink strategies that outperformed competitors in the SERPs, resulting in a 20% increase in organic traffic.

KEY ACHIEVEMENTS

Certifications & Tool Proficiency

Acquired certifications in Google Analytics, SEMrush, and Ahrefs, and leveraged these tools to generate actionable insights that informed SEO strategies and improved campaign performance, leading to a 25% increase in organic traffic.

TRAINING / COURSES

Advanced SEO Strategies

Institution: Coursera (Offered by UC Davis Continuing and Professional Education)
Duration: 3 Months
Overview: In-depth training on advanced on-page and off-page SEO techniques, keyword research, and link-building strategies.

Google Analytics and Search Console

Institution: Google Skillshop
Duration: 2 Weeks
Overview: Training focused on analyzing website performance, tracking user behavior, and utilizing Search Console for SEO improvements.

HTML, CSS & JavaScript for SEO

Institution: FreeCodeCamp
Duration: 300 hours of work
Overview: Fundamental web development training tailored for SEO purposes, including optimizing websites for better rankings.

Technical SEO Mastery

Institution: SEMrush Academy
Duration: 1 Months
Overview: Comprehensive course on technical SEO, including site audit, schema markup, website speed optimization, and crawling/indexing.

Content Optimization and Marketing

Institution: HubSpot Academy
Duration: 1 Month
Overview: Techniques for creating SEO-friendly content, optimizing meta tags, and using content to drive organic traffic.