

## MOHAMMAD RASHID BIN ABDULLAH

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SEO Specialist & Data Analyst with a Bachelor's in Business Administration (Minor in Information Systems) and hands-on experience in driving organic growth and data-driven insights. Skilled in SEO strategy (on-page, off-page, technical), data analytics (SQL, Power BI, Tableau), and web development. Adept at utilizing Google Analytics, Google Search Console, and SEO tools to enhance digital visibility and optimize data reporting. Passionate about translating data into actionable insights that support strategic decision-making and business growth.

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## EXPERIENCE

### SEO & Web Specialist

Audience Intelligence | Kuala Lumpur  
June 2025 – Present

- Lead SEO strategy for B2B clients, focusing on improving search visibility, increasing organic traffic, and generating quality leads.
- Perform comprehensive keyword research, including search intent analysis and keyword mapping, to optimise content and landing pages.
- Execute on-page SEO (metadata, header tags, internal linking) and technical SEO (site health, Core Web Vitals, crawl optimization).
- Track SEO performance through Google Analytics 4, Google Search Console, and SEMrush, providing regular performance reports and insights.
- Collaborate with cross-functional teams to ensure SEO initiatives are aligned with broader marketing and business goals.
- Support SEO-optimised web development, enhancing site performance through technical fixes, speed improvements, and UI/UX enhancements.

### Internship – SEO Specialist

Riwei Marketing | Kuala Lumpur  
March 2025 – May 2025

- Supported day-to-day SEO operations, including keyword research, content optimisation, and on-page SEO for client websites.
- Assisted in performing SEO audits and provided recommendations for improving site health and search rankings.
- Monitored SEO performance using Google Analytics and Google Search Console, identifying opportunities for organic growth.
- Created SEO reports and dashboards to track keyword rankings, site traffic, and overall SEO performance.
- Contributed to link-building strategies and ensured content alignment with SEO best practices.

### Junior Data Analyst

MA Insights | Remote | Aug 2024 – Mar 2025

- Analyzed large datasets to uncover actionable insights supporting strategic decision-making.

- Built interactive dashboards and reports using Power BI and Tableau to visualize KPIs and performance metrics.
- Conducted data cleaning, transformation, and validation, improving reporting accuracy and reliability.
- Collaborated with cross-functional teams to define KPIs, conduct statistical analysis, and provide recommendations for process optimization.

**Skills:** SQL, Python, R, Power BI, Tableau, Excel, Analytical Thinking

### **Search Engine Optimization Specialist**

*Suave Designs | Kuala Lumpur | Feb 2024 – Aug 2024*

- Conducted keyword research and developed SEO strategies, improving search engine rankings and organic traffic.
- Executed on-page and off-page optimization, including SEO-friendly content creation.
- Monitored performance via Google Analytics and Search Console, ensuring continuous improvement.
- Collaborated with clients to align SEO initiatives with business objectives, improving conversion rates.

**Skills:** SEO, WordPress, Google Analytics, Search Console, Content Optimization

### **Freelance Web Developer**

*Remote | Jan 2023 – Present*

- Designed, developed, and maintained responsive websites optimized for SEO and performance.
- Implemented interactive features with JavaScript, SQL integration, and WordPress optimization.
- Enhanced site performance, achieving faster load times and improved rankings.
- Delivered solutions aligned with client goals, ensuring accessibility and best practices.

**Skills:** WordPress, Webflow, SEO, JavaScript, IT Business Analysis

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## **EDUCATION**

### **Bachelor of Business Administration (Honours), Minor in Information Systems**

International Islamic University Malaysia (IIUM) | Gombak, Malaysia

2020 – 2025

- Dean's List Award Recipient
- Relevant Coursework: Strategic Management, Marketing Principles and Analytics, Organizational Behaviour, Business Intelligence and Reporting, Financial Management, Project Management, Leadership and Entrepreneurship

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## **SKILLS**

### **SEO & Digital Marketing (Primary Expertise)**

- Search Engine Optimisation (SEO): Keyword Research, On-Page SEO, Off-Page SEO, Technical SEO
- SEO Audits & Site Health Analysis

- Content Optimisation & SEO Copywriting
- Internal Linking & URL Structure Optimisation
- Backlink Strategy & Link Building
- Local SEO & Google Business Profile Optimisation
- Conversion Rate Optimisation (CRO – SEO-led)
- Core Web Vitals & Page Speed Optimisation
- SEO Tools: Google Search Console, Google Analytics 4 (GA4), RankMath Pro, KWFinder, Site Kit
- CMS & Platforms: WordPress SEO, SiteGiant SEO, Webflow SEO
- SEO Reporting & Performance Tracking

#### Data Analytics & Business Intelligence

- Data Analysis & Interpretation
- Dashboard Development & KPI Reporting
- Data Cleaning, Transformation & Validation
- SQL (Queries, Joins, Aggregations)
- Python for Data Analysis (pandas, matplotlib)
- Microsoft Excel (Advanced formulas, PivotTables)
- Power BI & Tableau (Interactive Dashboards)
- Statistical & Trend Analysis
- Data-Driven Decision Making

#### Web Development & Digital Tools

- Website Development & Optimisation
- SEO-Optimised Web Design
- Responsive UI/UX Implementation
- JavaScript (Front-End Enhancements)
- HTML & CSS Fundamentals
- WordPress Customisation & Performance Optimisation
- Technical Website Troubleshooting
- Design & Collaboration Tools: Figma, Google Workspace, Microsoft Office

#### Business & Professional Skills

- Business Analysis & Requirements Gathering
- Marketing Analytics & Performance Measurement
- Project Coordination & Stakeholder Communication
- Cross-Functional Collaboration
- Problem Solving & Critical Thinking
- Clear Reporting & Insight Communication

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## CERTIFICATIONS

- MOHE–MDEC Global Outsourcing Talent (GOT) Programme  
*Malaysia Digital Economy Corporation (MDEC) | Issued Aug 2025*  
*Credential ID: HVG005906*  
Skills: Web Design, Web Marketing Strategy, SEO, WordPress
- Google Data Analytics  
*Google | Issued Mar 2025*  
*Credential ID: YM89MN1AS20X*

- Google Data Analytics Professional Certificate  
*Coursera | Issued Mar 2025*
  - Become a Data Analyst  
*LinkedIn Learning | Issued Aug 2024*  
Skills: Data Visualization, Data Analytics, Tableau, Power BI, Excel
  - Career Essentials in Business Analysis  
*Microsoft & LinkedIn | Issued Jul 2024*  
Skills: Business Analysis, Project Management, Requirements Gathering
  - Career Essentials in Data Analysis  
*Microsoft & LinkedIn | Issued Jul 2024*  
Skills: Data Analytics, Data Visualization
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## PROJECTS

### **SEO Optimization for Britannia Language Centre Website (Jul 2025 – Present)**

- Leading SEO initiatives to improve organic visibility and student recruitment.
- Conduct keyword research with KWFinder, optimize on-page SEO with RankMath Pro (WordPress), and implement technical SEO improvements.
- Track performance via Google Analytics & Site Kit, enhancing engagement, organic leads, and enrolment.  
Skills: SEO, SEO Copywriting, Web Marketing Strategy, Web Design

### **ERP Webstore Development for Riwei Marketing**

*May 2025*

- Developed a custom ERP webstore on the SiteGiant platform, delivering a fully functional e-commerce solution within 2 to 3 weeks.
- Designed and implemented custom layouts and banners to enhance user experience and brand consistency.
- Created and optimized content for key pages including About Us, Privacy Policy, Return Policy, Terms & Conditions, and FAQ.
- Configured essential e-commerce functionalities such as shipping options, payment gateways, Google Analytics integration, sitemap creation, and overall store settings to ensure smooth operations.
- Utilized skills in web design, front-end development, SEO copywriting, and e-commerce platform customization to deliver a high-quality product.

### **HabitFlow - Task and Habit Tracker Application (Python Project)**

- Developed a task and habit tracking web application using Python, Flask, and SQLite for backend data management.
- Implemented user authentication, task CRUD operations, and calendar-based habit visualization to enhance user engagement.
- Utilized pandas for data handling and Bootstrap for responsive UI design, ensuring a seamless user experience.
- Automated notifications and progress tracking features to boost user consistency.
- Category: Python Development / Web Application / Data Analytics

### **Cyclistic Bike-Share Case Study**

- End-to-end data cleaning, analysis, and visualization using SQL, Excel, and Tableau.
- Category: Data Analytics

### **Data Analytics & Infrastructure Development (MA Insights Project)**

- Developed infrastructure systems and customized Power BI dashboards for Yayasan Tujuh Bulir Global.
  - Category: Data Analytics
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### **EXTRACURRICULAR ACTIVITIES**

- Secretary, AL-AQSA FRIENDS' SOCIETY (2020–2022)
  - Committee Member, Mahallah Faruq BRC (2020/2021)
  - Participant, Global Youth & Peace Conference 2024
  - Silver Medalist, QLD LEP In-Class Activities 2024
  - Volunteer, Majlis Berbuka Puasa YAB Ketua Menteri Sabah
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### **LANGUAGES**

- Malay (Native)
  - English (Fluent)
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### **REFERENCES**

Available upon request.