

MOHAMMAD RASHID BIN ABDULLAH

Kuala Lumpur, Malaysia | +60 11-1530 1464 | rasyidbejay@gmail.com | [LinkedIn](#) | [Portfolio](#)

Versatile SEO, Data Analytics, and Web Development Specialist with a background in Business Administration (Minor in Information Systems). Proven experience in driving organic growth through advanced SEO strategies, delivering data-driven insights with SQL, Power BI, Tableau, Excel, and Python, and building responsive, user-friendly websites optimized for performance and visibility. Adept at translating complex data into actionable strategies, enhancing search rankings, and developing digital solutions that support business growth across e-commerce, education, and marketing sectors.

EXPERIENCE

SEO Lead

Britannia Language Centre | Kuala Lumpur | Mar 2025 – Present

- Drive online visibility and student recruitment through advanced SEO strategies.
 - Lead keyword research, on-page and off-page optimization, content planning, and technical SEO improvements.
 - Oversee analytics tracking and performance reporting to boost search rankings and organic traffic.
 - Strengthen digital presence in a competitive education market.
- Skills:** SEO, SEO Copywriting, WordPress, Web Design

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

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

Technical Skills

- SEO & Digital Marketing: Keyword Research, On-Page & Off-Page SEO, Technical SEO, SEO Copywriting, RankMath, Google Search Console, Google Analytics (GA4), KWFinder, WordPress Optimization
- Data Analytics & Visualization: Power BI, Tableau, Microsoft Excel (Advanced), SQL, Python (pandas, matplotlib, seaborn), Data Cleaning & Transformation
- Web & Tools: WordPress, SiteGiant, Figma, Microsoft Office Suite, Google Workspace

Soft Skills

- Data Analysis & Interpretation
 - Business Analysis & Problem Solving
 - Dashboard Reporting & KPI Tracking
 - Project Coordination & Cross-functional Collaboration
 - Communication, Leadership & Critical Thinking
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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

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.