

Resume of Muraduzzaman

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Career Objective:

As a dedicated and results-driven **Digital Marketing Expert**, I bring extensive experience in **SEO**, **SMM**, **content marketing**, and leveraging **AI-driven marketing tools** to boost brand visibility and drive business growth. My goal is to use my diverse skill set to help innovative companies maximize ROI, enhance their digital presence, and generate measurable results. I aim to continue evolving as a leader in digital marketing by embracing cutting-edge strategies, **AI workflow automation**, and **data-driven insights** to drive sustained business success.

Professional Summary:

An experienced **Digital Marketing Expert** with a proven track record of delivering growth through advanced **SEO**, **SMM**, **content marketing**, and **workflow automation**. Skilled in creating and executing high-performing strategies that drive traffic, increase engagement, and generate high-quality leads. Expertise in managing **paid search campaigns**, optimizing website performance, and utilizing **AI tools** such as **N8n** for workflow automation. Known for delivering consistent, measurable results by staying ahead of industry trends and integrating emerging technologies. Passionate about leveraging **analytics** and **automation** to streamline business processes, drive sustainable growth, and improve overall marketing efficiency.

Expertise:

AI & Marketing

I have specialized expertise in **AI Prompt Engineering**, using AI-driven tools to enhance content creation, marketing automation, and optimization, which strengthens overall marketing strategies. I am proficient in **Social Media Marketing (SMM)**, **Social Media Optimization (SMO)**, **Google My Business (GMB)**, and **paid search marketing** (Search ads, Display ads). Additionally, I have extensive experience in **Content Marketing**, **Email Marketing**, **PDF Marketing**, **Video Marketing**, and **Google Shopping**. I am skilled in **Affiliate Marketing**, **Brand Marketing**, **Informational Marketing**, **Relationship Marketing**, and **Traditional Marketing**, with a strong focus on **Social Media Advertising**, strategy creation, campaign management, and using analytics for performance optimization.

SEO & Digital Marketing

I possess a strong background in **SEO**, specializing in **On-page SEO**, **Off-page SEO**, and **Technical SEO**. I am adept at developing high-performing content strategies designed to enhance organic growth and improve visibility across various digital platforms.

Web Development & Optimization

I have extensive experience in building dynamic, high-performance websites using **WordPress** and **Odoo**, ensuring seamless integration with business processes. I am skilled in customizing and optimizing **Odoo** and **WordPress** themes, plugins, and performance to deliver enhanced functionality and a superior user experience.

Brand Building

I specialize in establishing and enhancing **brand presence**, driving engagement, and optimizing brand positioning across multiple platforms to foster long-term growth and recognition.

Education Qualification:

Name of Degree	Institute Name	Board	Passing Year
Bachelor of Law (LLB)	Bangladesh Islami University, Dhaka.	Dhaka	2019
(H.S.C)	Khilgaon Model University College, Dhaka.	Dhaka	2015
(S.S.C)	Haider Ali School and College, Dhaka.	Dhaka	2013

Professional Courses

Name of Course	Institute Name	Passing Year
Digital Marketing & SEO	UY Lab, Mohakhali	2018
SEO Crash with Brian Dean	Semrush, Online	2023
SEO Course	Hubspot Academy, Online	2024
Digital Marketing	Hubspot Academy, Online	2024
Google Ads Certification	Skillshare, Online	2024
Facebook Ads Mastery	Skillshare, Online	2024
Branding and Brand Strategy	Coursera, Online	2024
Social Media Marketing	Coursera, Online	2024

Professional Experience

Physical Office Experience

Position: SEO & Digital Marketing Specialist

Company: Image Retouching Lab

Duration: January 1, 2019 – May 1, 2021

- Led the digital marketing team in developing and executing marketing strategies to enhance brand awareness and client engagement.
- Coordinated social media campaigns and managed content creation.

Position: Senior SEO and Digital Marketing Specialist

Company: Print Britannia

Duration: May 15, 2021 – March 1, 2024

- **Developed and implemented digital marketing strategies** to drive online sales, improve customer retention, and enhance brand visibility through SEO, PPC, and content marketing. **Analyzed marketing data and metrics** to optimize campaign performance, improve keyword rankings, and achieve business objectives.
- Focused on **ranking high-value keywords**, ensuring top positions in SERPs, and driving organic traffic through comprehensive SEO strategies.

Position: Digital Marketing Specialist

Company: Funky Kittens

Duration: March 1, 2024 – Present

- Oversee the digital marketing strategy, focusing on brand growth and customer acquisition across multiple channels.
- Manage a team of marketing professionals and collaborate with cross-functional departments to achieve marketing goals.

Remote Experience (Part-Time)

Position: SEO Specialist

Company: SEO Liquido

Duration: April 5, 2019 – January 1, 2021

- Assisted in optimizing websites for search engines, conducting keyword research, and performing technical SEO audits.

Freelancer

Marketplace: Upwork

Duration: July 2023 – Present

- Provide SEO and digital marketing services to various clients, including website building, SEO optimization, and AI content writing and marketing.

Major Responsibilities

- Strategic Planning and Campaign Management
- On-Page & Technical SEO Optimization
- Local SEO and Google My Business Management
- Keyword Research & Analysis
- Content Strategy & Optimization
- Link Building & Outreach
- Data Analysis & Reporting
- Social Media Marketing
- Email Marketing
- Crisis Communication and Management
- Competitor Analysis
- Client Reporting

Abilities:

- Quick at learning and resolving technical challenges.
- Skilled in working under pressure to meet deadlines.
- Expertise in crafting high-performing content strategies that drive engagement.
- Proficient in optimizing WordPress and Odoo websites, ensuring high performance and smooth integration.
- Adept at social media advertising and driving organic growth.
- Strong experience in creating dynamic, user-centric websites with Odoo and WordPress.

Personal Information:

Full Name	: Muraduzzaman
Father's Name	: MD: Abdur Rahim
Mother's Name	: Roushan ara
Permanent Address	: Village: Manda, P.O.: Manda, Thana: Mugdha, Dist.: Dhaka.
Date of Birth	: 28 Dec 1995.
Religions	: Islam.
Sex	: Male.
Marital Status	: Married.
Nationality	: Bangladeshi.
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Signature:

