



TANVIR UZ ZAMAN

*Digital Marketer / SEO
Specialist*



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ABOUT ME

I'm a highly effective, motivated, and result-oriented Digital marketer/SEO specialist. (As well as good skills in WordPress). I've 5+ years' experience under my belt. I'm capable of creating strategies to help websites increase their organized traffic as well as leverage social media networks to increase visibility & loyalty of brands. I have strong foundations in project managements and leadership skills.

PROFESSIONAL EXPERIENCE

Freelancer

Upwork/PPH

July 2012 - Present

Self-employed

Digital Marketing & SEO

Primitivesolution (primitivesolution.com)

Jan 2018 – July 2019

Full-time

Key Responsibility:

- » Evaluating, monitoring & analyzing search results via Web Analytics & other specialist software & changing SEO methods as appropriate.
- » Managing on-page & off-page SEO for all clients & provide helpful advice to my colleagues.
- » Managed social media marketing in order to increase brand visibility & improve online brand positioning for the business.
- » Researching profitable niche & low competitive Keywords for business website/Affiliate Marketing and making a content strategy for content writers
- » Using Google Analytics for goal setup, Link building & quality guest post outreach for our valuable customer's website.
- » Optimizing content & designing wordpress website landing page structure.

Key Achievements:

- » Achieved 1st-page rankings for all major search engines result with websites-targeted main keywords and LSI keywords
- » Led 4 marketing specialists team with 1 designer
- » Re-optimized websites & applied best SEO strategies for improving their initial traffic. Traffic increased 50% and the rate of conversions was increased by more than 130%.

EDUCATION

Linköping University | Sweden
MSc in Computational Social Science
2018 - 2019

Sylhet International University | Bangladesh

BSc in Computer Science & Engineering
2010 - 2013

AREA OF SPECIALITIES

» On-Page SEO	95%
» Off-Page SEO	90%
» Keyword Research	95%
» Link Building	80%
» Analytics & Tag Manager	95%
» Content Planning & Strategy Dev.	85%
» Ahrefs, SEMrush & Other Paid tool	95%
» Structured Data/schema markup	90%
» Technical SEO	80%
» Affiliate Marketing	85%
» Wordpress	80%

LANGUAGE SKILLS

- » **Bengali** - Native
- » **English** – Fluent (reading, writing); intermediate (speaking)
- » **Portuguese** - Learner
- » **Svenska** - Basic

PROFESSIONAL EXPERIENCE CONT...

SEO Specialist

Btstech (btstech.net)

Mar 2016 – Dec 2017

Full-time

- » Checking title tags, Meta Tags, Image, Video, Website Structure, Target Keywords and resolving technical SEO issues
- » Analyzing Top competitors' result and brainstorming the best strategy
- » Increasing website loading speed and design landing page
- » Auditing website performance & preparing monthly reports for client
- » Configuring, monitoring Google Webmaster & Analytics Tool
- » Internal & External link building to the relevant high-quality website
- » Keywords Research using paid & free tools (i.e.: Ahrefs, SEMrush, Google AdWords, etc.) and Finalization
- » Analyzing Log file, Link building, Guest post outreach & Schema markup

Key achievements:

- » Solved internal linking issue & brought the page for specific keywords from the 3rd page on Google search result to 2nd position in 1st page within 13 days.

Senior Resourcer

Cvtigers (cvtigers.com)

Feb 2015 – Jan 2016

Full-time

- » Searching CV in Reed, CV library, etc. database according to the client brief & Making Query string for CV search
- » Checking, organizing & CV uploading to client database

Web Developer

Staff-India (staff-india.com)

Jan 2014 – Dec 2014

Full-time

- » Performed back-end and dynamic front-end development
- » Technology used: HTML, CSS, JavaScript, JQuery, and 960 Grid System
- » Workflow: Wordpress & Bootstrap
- » Customizing WordPress Theme
- » Design page layout on client demand from scratch (png, psd, etc.)
- » Adding Social Media Integration & Fixing small bugs in existing projects
- » Writing custom HTML/CSS code in the existing theme
- » Develop responsive template.

AWARD & ACHIEVEMENTS

- » Participated as volunteer for [Alokito Pathshala](#) (Nonprofit Organization) & still donating monthly.
- » Participated as a team leader of 3 members group in SIU-2012 debating competition and got 2nd position as a team
- » Participated in Learning & Earning IT fair 2017, and represented my own IT company (CRAFT IT)

REFERENCE'S

TONMAY BHATTACHARJEE

Engineer, Identity and Access Management

Raymond James Financial, Inc.,
Florida, USA

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Tonmay.Bhattacharjee@RaymondJames.com

DR. A.S.M. IFTEKHAR UDDIN

Associate Professor, Head, Dept.
of CSE

Metropolitan University, Sylhet,
Bangladesh

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OTHER SKILLS

» Leadership & Management 85%

» Adobe Photoshop 75%

» Html, CSS & Bootstrap 90%

» Javascript / JQuery 80%

» Page Builder (Thrive Architect, Elementor, Beaver, Divi) 95%

» Communication & People Networking 80%

» Video Editing (Adobe After Effects) 75%

» Social Media Marketing (SMM) 75%

» PSD to Responsive Template Convert 85%

» C Programming 55%

» MySql Database 60%

» PHP Programming 55%

» WooCommerce 80%

» Web Design 80%

HOBBIES & INTERESTS

✈ TRAVELING 🖥 TECHNOLOGY

🎬 MOVIE 🎮 PLAYING

FOLLOW ME

f FACEBOOK
facebook.com/tzamancse

in LINKEDIN
linkedin.com/in/zamancse

🐦 TWITTER
twitter.com/zamancse