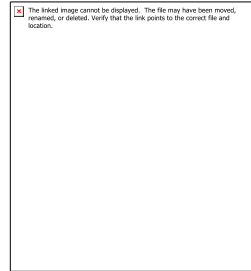


Applied For: **IT Executive (BSc/ Dip in CSE)**

Last Updated : **July 4, 2018**

MD SALAUDDIN (JEWEL)

Address: West Shewarapara, Mirpur, Dhaka
Mobile : 01750030046
email:jewelmazumder@outlook.com, contact@jewelmazumder.com



Career Objective:

To gain challenging position in reputed organization that will utilize my talent properly and provide me the opportunity my skill and professionalism.

Career Summary:

I am Google AdWords Certified person. Responsible for improving a company`s organic search results. Creates and launches SEO campaigns, identifies areas of improvement, runs PPC campaigns, and attempts to improve the clients sites rankings in major search engines.

Special Qualification:

My Strength is takes initiative to work independently, good leadership skill, adaptable to any kind of situation & helping tendency.
My Weakness is i am not comfortable, until i finish my work in the given time & over friendly in nature.

Employment History:

Total Year of Experience : 7.3 Year(s)

1. Team Leader (December 12, 2016 - March 30, 2018)

Amber IT Limited

Company Location : Gulshan-1, Dhaka & London, UK
Department: SEO

Duties/Responsibilities:

- # Manage and execute implementation of SEO strategy
- # Communication to team, and manager on strategy/project development, timelines, and results
- # Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- # Define and work towards achieving set traffic growth targets and evaluate the team against those targets.
- # Internal coordination with the Marketing, Product and Tech teams
- # Keep pace with SEO, search engine, social media and internet marketing industry trends and development
- # Monitor and evaluate search results and search performance across the major search channels in order to improve rankings
- # Communication to team and management of project development, timelines, report and results

- # Manage all aspects of the agency's SEO offering, including on-site techniques, Develop and implement link building campaigns, blogging, content marketing, online PR, technical SEO crawl errors, data mark up, XML sitemaps etc.
- # Assign work among the team member & Monitoring with them.
- Manage a team of SEO Executives to deliver effective campaigns for clients.
- # Work with the Content writer and Social Media Manager to devise an effective digital strategy which works across a range of platforms.
- # Work with the team of SEO Executives to monitor clients backlink profiles and take action as necessary to protect against algorithmic penalties.
- # Work with the Business Development team to devise effective SEO pitches to potential clients
- # Collaborate with developers and graphics designers to develop and publish SEO optimized content on social channels and business directories.

2. **SEO Specialist & Consultant (July 1, 2016 - December 11, 2016)**

Dream Solution BD Ltd

Company Location : Panthapath, Dhaka

Department: SEO

Duties/Responsibilities:

- =>Develop SEO strategies, evangelize the importance of SEO and adhering to SEO best practices within the organization,
- =>Provide recommendations for improvement of the site ranking & sales (including site architecture, URL structures, on-page ranking factors, image, video and news optimization, etc.) and oversee the implementation of those recommendations.
- =>Track and report against a variety of key performance indicators that demonstrate the effectiveness of the organization`s SEO efforts.
- =>Coordinates the involvement of company personnel, including Paid Search, SEO, Social, Email, Marketing, Creative, and Sales teams in order to meet account performance objectives and customers` expectations
- Pro-actively assesses, clarifies, and validates customer needs on an ongoing basis
- =>Maintains customer satisfaction ratings that meet company standards
- =>Monitor SEO Team & train them
- =>Create a roadmap of initiatives to support strategic objectives
- =>Develop specifications for concrete recommendations and actionable tasks
- =>Conduct keyword research, competitive analysis, content optimization, meta-tag creation, link development and other SEO related activities
- =>Work closely with various departments on all major website changes impacting SEO
- =>Develop, share and implement SEO best practices across multiple families of business

3. **SEO Specialist and Web Developer (November 1, 2015 - July 30, 2016)**

I-Seon Inc

Company Location : Los Angeles, California, USA & Gulshan-1, Dhaka

Department: SEO

Duties/Responsibilities:

- # Implementation of SEO strategy.
- # Communication to team, and manager on strategy/project development, timelines, and results
- # Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- # Define and work towards achieving set traffic growth targets and evaluate the team against those targets.
- # Internal coordination with the Marketing, Product and Tech teams
- # Keep pace with SEO, search engine, social media and internet marketing industry trends and development
- # Monitor and evaluate search results and search performance across the major search channels in order to improve rankings.
- # Communication to team and management of project development, timelines, report and results.

4. **SEO Analyst (May 22, 2015 - October 31, 2015)**

Atom AP Limited

Company Location : Dhanmondi, Dhaka

Department: SEO

Duties/Responsibilities:

- # Developing and managing digital marketing campaigns.
- Specialist in SEO, SEM, SMM, paid search and PPC.
- #Evaluating customer research, market conditions and competitor data
- # E-mail Marketing & E-mail collecting according to companies product & services and Solid understanding of online sales processes.
- # Google analytic, Hitmap-click analysis, website review, reporting and tracking.
- Sensitivity to User Experience and Design
- ON-Page SEO knowledge including robot.txt, sitemaps, meta tags, Header tags, alexa ranking.
- # Good at organic search ranking of major keywords and effective detailed link building plans.
- # Article writing and reporting activities on a daily basis.
- # Expert in Paid marketing like Google Ad-words, Facebook Ad, LinkedIn Ad etc.
- #Excellent online marketing capabilities through various social media like Facebook, LinkedIn, Google+, Twitter, Pinterest etc.
- # Adobe Illustrator, Photoshop with image resizing and Web Development

5. E-commerce Manager (Work Remotely) (November 20, 2014 - January 30, 2015)**www.Swaggerdeals.com.au**

Company Location : Sydney, Australia

Department: E-Commerce

Duties/Responsibilities:

- * Update product information and content on the website
- * Create banners, images, promotions etc for display on the website (using products like Photoshop)
- * Update content managed areas (copy & artwork)
- * Manage website configuration & parameters (eg: payment options, stock management)
- * Investigate and report any operational/technical issues arising
- * Scope and document ongoing website functional projects /improvements
- * Test and deploy functional projects /improvements
- * Liaise with e-commerce agency regarding the day to day management of the website
- * Liaise with internal resources regarding the day to day management of the website
- * Evaluate approaches & strategies to improve website sales conversions & customer engagement

6. IT Support Engineer (May 15, 2014 - November 2, 2014)**AGD IT Solutions**

Company Location : Kuala Lumpur

Department: Support Section

Duties/Responsibilities:

- * Ensure the smooth running of all IT systems, including anti-virus software, print services, email provision and ensure the security of data from internal and external unauthorized access
- * Resolve Hardware/Software related problem of the Laptop/Desktop.
- Network trouble shooting, network maintenance and network cabling.
- Design and implement LAN/WAN/Internet/Intranet connectivity for remote locations and design systems for those locations to maintain the entire internet/intranet from a central point
- * Maintenance, update & configure mail servers, file servers, printer servers & other server related issues.
- * Deploy new requirements and integrate with current system
- Software Installation and Configuration
- * Identify recurring requirements for the PC users and provide necessary items in due time
- * Update and upgrade user's PCs as per new requirement

7. System Engineer (March 28, 2012 - November 30, 2013)**Rongdhonu Computers & Solutions**

Company Location : Chandpur

Department: Computer Technology

Duties/Responsibilities:

Computer (Desktop & laptop) Sales & Service.
 Computer Training.
 Customer Consulting.
 Software Solutions & Networking
 CCTV Installations & Networking
 Intercom Telephone Installations & Networking

8. In Charge (November 28, 2009 - February 15, 2012)**Welcome ICT World**

Company Location : Chandpur
 Department: Computer Technology

Duties/Responsibilities:

Computer (Desktop & laptop) Sales & Service.
 Computer Training.
 Customer Consulting.

Academic Qualification:

Exam Title	Concentration/Major	Institute	Result	Pas.Year	Duration
Certificate of Proficiency in English	English	TMC College Of Malaysia	CGPA:5 out of 5	2014	1 Year
Diploma	Computer Techonology	Dhaka Polytechnic Institute	CGPA:3.11 out of 4	2009	4 Year
HSC	Huminites	Chandpur Govt. College	CGPA:2.9 out of 5	2010	-
SSC	Science	Olipur High School	CGPA:3.38 out of 5	2004	-

Training Summary:

Training Title	Topic	Institute	Country	Location	Year	Duration
SEO (Search Engine Optimization)	Google Search Engine Optimization	BASIS Institute of Technology Management (BITM)	Bangladesh	Kawranbazar, Dhaka	2015	3 Month
PHP & MYSQL programming	PHP Programming & CodeIgneter Framwork, JS, CSS	Bdjobs training	Bangladrsh	dhaka	2013	4 Month
Diploma in Computer Science	Computer Hardware & Networking, Troubleshooting	Bangladesh Computer Education & Development Society (BCEDS).	Bangladesh	DHAKA	2009	6 Month
Graphics Design	Adobe Photoshop, Adobe Illustrator, Plugins	Shahjalal Technical Center	Bangladesh	Dhaka	2008	3 Month

Professional Qualification:

Certification	Institute	Location	From	To
Google Digital Sales Certification	Google Academy	Google Online Exam	June 20, 2018	June 21, 2018
Google AdWords Search Certification	Google Academy	Google Online Exam	August 14, 2017	August 15, 2017
Google AdWords Search, Shopping, Analytics Certification	Google Academy	Google Online Exam	July 16, 2016	July 17, 2016

Career and Application Information:

Looking For : Top Level Job
 Available For : Full Time
 Present Salary : Tk. 50000
 Expected Salary : Tk. 30,000
 Preferred Job Category : IT/Telecommunication, Marketing/Sales
 Preferred District : Dhaka
 Preferred Country : Malaysia, United Kingdom, United States, Australia
 Preferred Organization Types : Software Company, IT Enabled Service, Computer Hardware/Network Companies, Web Media/Blog, E-commerce

Specialization:

Fields of Specialization	Description
<ul style="list-style-type: none"> IT & Software Marketing 	I am Certified from Google for Google Digital Sales & Search Advertisement and Shopping advertisement.

Language Proficiency:

Language	Reading	Writing	Speaking
Bangla	High	High	High
English	High	High	High

Personal Details :

Father's Name : MD. JASIMUDDIN
 Mother's Name : HOSNEARA BEGUM
 Date of Birth : February 6, 1989
 Gender : Male
 Marital Status : Unmarried
 Nationality : Bangladeshi
 Religion : Islam
 Permanent Address : Village+Post-Office: Olipur, Upazila: Hajigonj, District: Chandpur
 Current Location : Dhaka

Reference (s):

	<u>Reference: 01</u>	<u>Reference: 02</u>
Name	: Mohammad Al Amin Chowdhury	Md. Safiul Alam
Organization	: BITM (BASIS Institute of Technology & Management)	Talha Corporation

Designation	: Sr. SEO & Online Marketing Mentor	IT Consultant
Address	: BDBL Bhaban, Kawranbazar, Dhaka	1st floor, 161/B, Lake Circus (Singer Goli), Kalabagan, Dhaka-1205
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Relation	: Academic	Academic