



Contact

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Address

Vatara Thana, Notun
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Education

B.sc in CSE (2011-2015)

Dhaka International
University
CGPA-3.07

HSC (2008-2010)

Rajbari Govt. Collage

Expertise

- Website Audit
- On Page SEO
- Off Page SEO
- Keyword Research
- Shopify SEO
- E-commerce SEO
- Project Management
- Facebook Ads
- Front End Development

Tipu Sultan

SEO & Digital Marketing Specialist

Experienced SEO and digital marketing expert with a proven track record of increasing website traffic, improving search engine rankings, and generating leads through various digital channels. Strong analytical skills and a deep understanding of SEO, SEM, PPC, and social media marketing strategies. Excellent communication skills and the ability to work in a team environment.

Experience

Digital Marketing Assistance Manager

Protidiner Bangladesh

October 2022 – Present

- Developed and executed SEO and digital marketing strategies that increased website traffic by 30% and generated
- Managed a team of digital marketers and provided training and guidance on SEO best practices, content creation, and social media marketing
- Conducted regular keyword research and analysis to identify new opportunities and optimize existing content
- Collaborated with the content team to ensure all content was optimized for SEO and aligned with the overall marketing strategy
- Utilized Google Analytics and other analytics tools to measure campaign effectiveness and identify areas for improvement

Senior Executive (SEO)

Bayanno TV

December 2021 – August 2022

- Plan and execute all digital marketing efforts, including SEO, SEM, and SMM marketing database, email, social media and display advertising campaigns.
- Implementing and Managing company's social media accounts focusing on information that are relevant to our client's business objectives e. g .LinkedIn, Twitter, Facebook, Google, YouTube.
- Utilized Google Analytics and other analytics tools to measure campaign effectiveness and identify areas for improvement

Certifications

- **Google Ads Display**
Completion ID: 50575506
- **Google Analytics**
Completion ID: 50578465
- **Pod Marketing**
Zafi Digital
- **Ads Marketing**
UDEMY

Profile

- **LinkedIn**
<https://www.linkedin.com/in/tasultant23/>
- **Portfolio Site**
<https://hellotipu.com/>

Language

- **English**
- **Bangla**

Senior Executive (SEO)

Bengal Multimedia (RTV)

August 2018 – December 2021

- My main activity take care and built all websites & all social platforms health and fully acknowledging about live all issue on Facebook, YouTube, and other platforms.
- Created and executed SEO strategies that increased search engine rankings and organic traffic
- Worked closely with the content team to ensure all content was optimized for SEO and aligned with the overall marketing strategy
- Conducted regular website audits to identify technical SEO issues and provide recommendations for improvement
- Utilized Google Analytics and other analytics tools to measure campaign effectiveness and identify areas for improvement

Executive (SEO)

Tech On City

April 2017 – November 2017

- Keyword Research and content Writing for Websites, Blogs and Social Platform such as Facebook, YouTube, LinkedIn, etc.
- Plan and execute all the digital marketing campaign as per company need. Lead generation and customer communication.

Tools & Technologies

- Ahrefs ,Smerush, AI , Surfer SEO, Screaming Frog
- Shopify & Wordpress Front End Development
- Facebook & Youtube Live Setup
- Vimix,OBS,Wirecast
- Premier Pro,Canva,Photoshop

Skills

- SEO strategy development and execution
- PPC campaign management
- Social media marketing
- Content optimization
- Keyword research and analysis
- Google Analytics and other analytics tools
- Team management and leadership
- Excellent communication and collaboration skills

Trainings & Workshop

- Build WordPress Sites & training workshop (BASIS 2017)
- Facebook Marketing, Zafi Digital (2017)
- Attended Amazon Affiliate Seminer and training workshop (2018)