



Imtiaz Rahman

Digital Marketing Executive

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About Me

I am a data-driven Digital Marketing Executive with hands-on experience in SEO, Google Ads, and Social Media Marketing across multiple platforms. I specialize in creating strategies that enhance brand visibility, drive high-quality traffic, and increase conversions.

My core strengths include managing paid campaigns on Google and Meta, setting up Meta Pixel and UTM tracking, and analyzing performance using tools such as Google Tag Manager, Google Analytics, and Ads Manager. I have successfully executed multibrand campaigns, leading end-to-end campaign strategy, execution, optimization, and performance analysis.

Work Experience

SEO Executive

Freelance project | February 2024 – March 2025

- ◆ Performed keyword research and SEO optimization for various clients.
- ◆ Improved organic traffic by implementing on-page off-page, and technical SEO strategies.
- ◆ Analyzed website performance using Google Analytics and Search Console.

Digital Marketing Executive

Designer Land | October 2022 – January 2024

- ◆ Managed and optimized digital marketing campaigns to improve online engagement.
- ◆ Developed paid advertising strategies to increase lead generation and sales.
- ◆ Set up Facebook Pixel and Google Tag Manager for conversion tracking and event monitoring.

Social Media Manager

Run Lather | January 2022 – September 2022

- ◆ Created and managed engaging social media content across multiple platforms.
- ◆ Monitored social media trends and implemented them to enhance campaigns.
- ◆ Increased audience interaction through regular posts and story updates.

Education

B.Sc. in Computer Science and Engineering

National University | 2019 – 2024

Higher Secondary College

Mosharraf Hossain College | 2017– 2019

Certifications & Training

- 🎓 Search Engine Optimization (SEO) - Google, Passive Journal
- 🎓 Social Media Marketing (SMM) - Google, Passive Journal
- 🎓 Web Analytics & Search Engine Marketing (SEM) - Google, Skilluper
- 🎓 Email Marketing - Simplilearn, Umar Tazkeer
- 🎓 Business Blueprint Mastercourse - Coach Kanchon Academy

Skills & Tools

🔦 Search Engine Optimization (SEO)

- ✅ On-Page & Off-Page SEO, Technical SEO, Keyword Research & Content Optimization

🔦 Search Engine Marketing (SEM)

- ✅ Google Ads(Search, Display, Video, Shopping)

🔦 Social Media Marketing (SMM)

- ✅ Facebook, Instagram, LinkedIn, YouTube, Twitter

🔦 Web Analytics & Performance Tracking

- ✅ Conversion Tracking & Pixel Setup, Google Analytics, UTM tracking, Reporting, KPIs

🔦 Email Marketing (Mailchimp)

🔦 Automation and Retargeting

🔦 WordPress Customization

🔦 Strong Communication & Self-motivated learner

Tools & Platforms

- 📱 SEMrush, Ahrefs, Screaming Frog, Serfer SEO, Google Search Console, ChatGPT
- 📱 Google Keyword Planner, Google Ads, Meta Business Suite, Campaign Manager
- 📱 Google Analytics(GA4), Google Tag Manager, Looker Studio, UTM Builder, Hotjar
- 📱 Mailchimp, ZeroBounce, WordPress, Yoast SEO, Canva, ClickUp, Execl, Google Sheets

Languages

- 🇬🇧 English
- 🇬🇧 Bangla

References

Md. Almas Shecik

Manager | Designer Land

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Md. Hasibur Rahman

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Contact

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