

# Md Kamrul Hasan

Google Certified Digital Marketing Professional | SEO Expert | WordPress Developer

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## Professional Summary

Certified Digital Marketing Professional with 5+ years of experience in SEO, social media marketing, and WordPress development. Proficient in managing data-driven marketing campaigns, optimizing websites, and driving engagement to boost brand visibility and ROI. Skilled in using tools like Google Ads, GA4, Google Search Console, Google Business Profile, SEMrush, and Hootsuite to deliver measurable results. Adept at customer service and relationship management to enhance client satisfaction.

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## Core Competencies

- Search Engine Optimization (SEO): On-page, Off-page, Link Building & Local SEO
  - Social Media Marketing: Campaign Strategy, Content Creation, and Engagement
  - Digital Advertising: Google Ads, Meta Ads, PPC Campaigns
  - Website Development: WordPress, Shopify, and WooCommerce
  - Analytics & Reporting: Google Analytics (GA4), SEMrush, and Ahrefs
  - Email & WhatsApp Marketing: Mailchimp and Automation Tools
  - Customer Service: Client Relationship Management and Issue Resolution
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## Professional Experience

### Consultant, SEO & Social Media Marketing (Freelance)

*TEQ Booster for Programming, Design & Smart Marketing*

*January 2025 – Present*

- Developed SEO strategies to enhance brand rankings on search engines and improve website traffic.
- Managed multi-platform social media campaigns, increasing audience engagement.
- Designed and optimized WordPress websites to improve user experience and reduce bounce rates.

### Digital Marketing Specialist

*BUILDWIZ, Doha*

*April 2024 – April 2025*

- Executed digital marketing strategies to enhance brand visibility and drive app downloads.

- Managed social media platforms, PPC ads, email campaigns, and content creation.
- Conducted keyword research and implemented SEO strategies to improve organic traffic.
- Analyzed metrics using GA4 and refined campaigns to enhance ROI.

### **Asst. Manager, Digital Marketing**

*AL Muzar National Trading & Contracting, Doha*

*January 2024 – April 2024*

- Led digital marketing efforts, enhancing lead generation through targeted advertising.
- Collaborated on SEO and SEM strategies to improve online visibility.
- Conducted market research to refine digital marketing campaigns and improve ROI.

### **Social Media Marketing Executive (Freelance)**

*Hotel Sea Palace Ltd, Bangladesh*

*January 2023 – November 2023*

- Managed social media accounts and increased audience engagement.
- Developed and scheduled posts using Hootsuite and Canva, aligning with brand strategy.
- Created content strategies to keep up with the latest trends, driving brand growth.

### **Duty Manager, Front Office**

*ACCOR, Global Sports Events Qatar 2022*

*July 2022 – January 2023*

- Supervised front office operations during high-traffic events, ensuring exceptional guest experiences.
- Coordinated with departments to maintain seamless hotel operations and resolve guest concerns efficiently.
- Trained and managed front office staff to deliver high service standards.
- Oversaw room allocation and revenue management to optimize occupancy.

### **SEO Expert & WordPress Developer (Freelance)**

*Fiverr*

*January 2020 – February 2022*

- Provided SEO optimization services, including on-page and off-page techniques, to improve client website rankings.
- Designed, developed, and customized WordPress websites to meet client specifications.
- Conducted keyword research and implemented SEO strategies tailored to various industries.
- Delivered timely and professional services to maintain high customer satisfaction.

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## Education

### BA Hon's, Humanities

*Cox's Bazar Government College | 2019 – 2022*

### HSC, Humanities

*Amir Hossain Zobeda Degree College | 2012 – 2014*

### SSC, Humanities

*Kandughar BBS High School | 2010 – 2012*

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## Certifications

- Digital Marketing Fundamentals, Google
  - Google Ads Apps Certification
  - Google Campaign Manager 360 Certification
  - Google Analytics Certification
  - Search Engine Optimization (SEO), Hubspot Academy
  - Search Engine Optimization-2 (SEO-2), Hubspot Academy
  - Digital Marketing Certified, Hubspot Academy
  - Social Media Marketing Certified, Hubspot Academy
  - Complete WhatsApp Marketing Course, Udemy
  - Digital Marketing Automation, Udemy
  - Instagram Marketing, Udemy
  - Complete Digital Marketing, Udemy
  - Complete SEO guide, Udemy
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## Tools & Platforms

- Google Ads, Google Analytics (GA4), Google Tag Manager, Google Business Profile, Google Search Console
- SEMrush, Ahrefs, Rank Math, Yoast, All in One SEO
- Hootsuite, Canva, Mailchimp
- WordPress, WooCommerce, Shopify