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H M Rasel Dewan

Digital Marketing & SEO Specialist

Marketing professional with a unique blend of expertise in planning and coordinating marketing policies and programs. Adept at analyzing market demand for products and services, both for the firm and its competitors, to pinpoint new customer opportunities. Renowned for developing innovative pricing strategies aimed at maximizing profits while maintaining competitive advantage.

▶ WORK EXPERIENCE

Digital Marketing Manager

RS Easy Shop

2021 - Present

Achievements/Tasks:

- Successfully identified and targeted a new customer segment, resulting in a 25% increase in market share over a 12-month period.
- Led a comprehensive market analysis project that uncovered critical insights into competitor pricing strategies, enabling the company to adjust its own pricing and improve profit margins by 15%.
- Coordinated cross-functional teams to execute a major product launch, achieving a 30% higher sales volume than projected in the first six months.
- Spearheaded the redesign of the firm's loyalty program, enhancing customer retention rates by 18% and boosting repeat purchases by 22%.

Search Engine Specialist

Travel Diery

2022 - Present

Achievements/Tasks:

- Increased Organic Traffic by 40%: Implemented a comprehensive SEO strategy that optimized on-page and off-page elements, resulting in a significant increase in organic traffic within six months.

▶ MARKETING SKILLS

- SEO
- On Page
- Off Page
- Technical
- Facebook Ads
- WordPress SEO
- Shopify SEO
- Wix SEO)
- Local SEO
- Instagram Ads
- Blogging SEO
- Ecommerce SEO
- International SEP
- YouTube SEO
- LinkedIn Ads

▶ EDUCATION

Noakhali Mohammedia Fasil Degree Madrasa

Institute Of Noakhali

Present - 7-2019

▶ SOFT SKILLS

Teamwork Flexibility

Time Management

Leadership

Problem Solving

▶ CERTIFICATES

Eshikhon Digital Marketing Certification (2021)

Bongiyo SEO Cerfication (2022)

▶ LANGUAGES

English



Bangla



French

