



RITHU MONDAL



What's app



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LinkedIn



marketingace.net

08/2021 - I currently work here.

SEO Specialist

Outsourcing BD Institute | Rangpur, Bangladesh

ACHIVEMENTS

What I did: As an SEO expert, I conducted a wide range of activities to enhance the online visibility and ranking of websites. This included:

- Extensive keyword research to identify relevant and high-traffic search terms.
- On-page optimization to ensure web pages were optimized for search engines, including meta tags, headings, and content.
- Off-page optimization, including backlink building and outreach strategies to improve the website's authority.
- Technical SEO audits to identify and fix website issues that could affect search engine rankings.
- Regular monitoring and reporting using tools like Google Analytics, Google Search Console, SEMrush, MOZ, and Ahrefs.
- Competitor analysis to understand the competitive landscape and develop effective SEO strategies.

My strategy and performance: I executed these tasks meticulously, following industry best practices and keeping up to date with the latest SEO trends and algorithm changes.

- I also employed data-driven decision-making, using analytics tools to measure the effectiveness of SEO efforts.
- I collaborated with content creators, developers, and other stakeholders to ensure the holistic implementation of SEO strategies. Additionally,
- I stayed engaged with the SEO community and attended conferences and webinars to stay informed about emerging techniques and technologies.

The Impact: The impact of my work as an SEO expert was significant:

- Improved organic search rankings for target keywords, resulting in higher visibility on search engine results pages (SERPs).
- Increased organic traffic to the website, leading to higher user engagement and potential conversions.
- Enhanced website authority and trustworthiness through quality backlinks and technical optimizations. contributing to lower bounce rates and longer session durations.
- Data-driven insights and regular reporting allowed for ongoing optimization and fine-tuning of SEO strategies, leading to sustained and long-term growth in organic traffic.

Overall, my work as an SEO expert aimed to help websites achieve better online visibility, attract relevant audiences, and ultimately drive business success through improved search engine rankings and organic traffic.

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Campaign Specialist

Outsourcing BD Institute | Rangpur, Bangladesh

- Planned, developed, and created successful advertising campaigns within agreed timeframes and budgets.
- Advised sales es and clients on advertising strategies and campaigns to create consumer awareness and effectively promote goods and services.
- Conducted an in-depth analysis of campaigns and advertisements within given time, highlighting achievements, Targets met and areas for improvement- Kept track of project budgets on spendesk ensuring advertising expenditures stayed within agreed budge 5, Planned, developed, and implemented advertising policies and campaigns to support sales objectives.
- Enhanced target market reach through tactical social media advertising.
- Collected consumer data for product preference analysis and campaign optimization.

EDUCATION

08/2016 - 07/2020

First Capital University | Chuadanga, Bangladesh

BSC in CSE: Computer Science and Engineering

BIO

Results-oriented Digital Marketing Specialist with a proven track record in driving online growth for SMBs, e-commerce, and local businesses. Expertise in Google Ads, Facebook Ads, SEO, and social media management. Skilled in crafting and executing effective digital marketing strategies to increase brand visibility, engagement, and ROI.

SKILLS

SEO Fundamentals:

- Search Engine Optimization (SEO)
- Keyword Research
- Search Engine Ranking
- On-Page SEO
- Off-Page SEO

Analytics and Reporting:

- Analytical Skills
- Google Search Console
- Google Analytics
- Google AdWords
- Facebook Ad manager
- Competitor Analytics
- Web Analytics

Technical SEO and Tools:

- Technical SEO
- Technical Audit
- SEMrush
- MOZ
- Ahrefs

Content Optimization:

- Content Strategy
- Content Creation
- Content Optimization
- Keyword Integration,
- User Intent Analysis

Link Building and Backlinks:

- Backlink Building
- Link Building Strategies
- Link Outreach
- Link Quality Assessment
- Link Profile Analysis

HOBBY AND INTEREST

- Cooking
- Exploring the sea world