

# NAIMUL ISLAM

SEO Specialist | SEO Strategy | Content Strategy

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## SUMMARY

SEO Specialist with 5 years of experience. Skilled in developing effective SEO strategies, performing in depth content optimization, solving technical SEO issues, and analyzing data to improve website performance. Proven track record of helping businesses improve their search engine rankings, increase organic website traffic, and improve user engagement by up to 40%. I consistently upgrade and adapt my SEO strategies to stay ahead of industry trends and deliver real results.

## SKILLS

SEO/SEM, Social Media Marketing, Content Strategy, Copywriting, Strategic planning, Data Analysis, Google Analytics (GA4), GSC, GTM, Meta Marketing / Meta Ads - CMS- Google Workspace

## EXPERIENCE

### SEO Specialist

Newonestop Property 01/07/2023 - 1/12-2024 Almeria Spain

I actively worked on various areas to improve the overall online performance of the Real Estate Agency. My key focus was on increasing website traffic, fixing technical SEO issues, improving search engine ranking (SERP), and ultimately contributing to the business's growth. Achieved a consistent 30% boost in performance, improved keyword rankings, and set up a long-term SEO-friendly content framework.

### Digital Marketing Specialist | SEO Manager

Herberton Leisure 09/09/2023 - 09/11/2024 Dublin, Ireland

In my role as a Digital Marketing Specialist, I worked actively across key areas of digital marketing (SEO, SMM, Media Buying) to help the gym center grow its brand, reach more people, and improve performance.

Implemented SEO strategies that increased organic traffic by 25% and secured top SERP rankings. Also led a website redesign and content update based on client needs. Achieved a 15% overall improvement in performance within six months for the fitness gym by implementing a strategic digital marketing plan. This included optimizing the gym's online presence through SEO, SMM.

### Digital Marketing Specialist | SMM Expert

Booty Boutique Studios 09/07/2023 - 02/01/2025 Dublin, Ireland

As Booty Boutique Studios was a newly launched women's fitness business in Ireland, I played a key role in establishing its digital presence from the ground up.

Actively supported day-to-day marketing operations, including social media management, client communications, content scheduling, and campaign tracking.

Handled technical aspects of the website, including SEO setup, on-page optimization, and content updates to ensure smooth functionality and visibility.

## EDUCATION

### Bachelor of Business Studies

National University Of Bangladesh  
04/06/2017 - 20/08/2022

## ACHIEVEMENTS

### > Achieved 150% increase in qualified organic leads in 6 months:

Designed and implemented a full-funnel SEO strategy by aligning keyword intent with user experience. Focused on optimizing content structure and improving the conversion journey, resulting in better user engagement and higher search rankings.

### > Improved Keyword Visibility by Ranking 40+ Keywords in Top 10:

This was achieved by targeting intent-based keyword clusters, building topic authority using content silos, and maintaining content freshness with a strong internal linking structure.

### > Created & Executed 3-Month Action Plan:

3-month SEO action plan focused on Content Optimization, technical fixes, and content improvement. The strategy led to increased organic traffic, better SERP rankings, and overall website performance growth within the planned timeline.

### > Resolved indexing and crawl issues within 2 weeks:

After identifying and analyzing the major indexing issues using Google Search Console, I successfully cleaned up crawl errors and take action to fix others technical errors. As a result, all issues were resolved, leading to faster indexing, improved website health, and increased search engine visibility.

## CERTIFICATIONS

- > Fundamentals of Digital Marketing – Google Digital Garage
- > SEO Certification – HubSpot Academy
- > Social Media Marketing Certification – HubSpot Academy
- > Google Search Ads Certification – Google Skillshop

## PASSIONS

- > Keeping Up with Digital Trends
- > I'm always curious to learn the latest tools, algorithm updates, and marketing innovations in the digital world.

## PROFILES

- > [Portfolio Live Link](#)
- > [LinkedIn Live Link](#)
- > [Facebook Live Link](#)

## LANGUAGES

English, Bangla, Hindi