


# Md. Shakquibe Raihan

Bangladesh

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## Summary

Working as an SEO based service freelancer I specialize in being an articulate wordsmith and SEO specialist. Over the years I've worked with a wide range of clientele starting from affiliate marketers, e-commerce websites, B2B services, B2C services and more.

Here's how I can help you grow your business:

- Copywriting: SEO optimized direct response copy, landing pages, sales pages, ads, and everything else you need to move leads through the sales funnel
- Content marketing strategy & consultancy: round up a full content strategy that delivers results and maximizes brand exposure
- Web content: SEO optimized Homepages, about pages, services, and everything else that makes you stare at the screen wondering what on Earth you are supposed to write there
- E-mail marketing: campaigns, drip campaigns, as well as monthly and weekly newsletters
- SEO optimized Blog posts: Articles to keep your audience entertained and informed
- Social media posts: to make sure you stay in touch with loyal clients
- On-page SEO: Fixing your website's on-page SEO elements to improve search rankings on search engines.

My accomplishments include:

- A track record of consistent success as a content writer and digital marketer with over 7 years of experience and valid references from happy clients
- Proven ability to deliver high-quality SEO researched content.
- Well versed in digital marketing, B2B content writing, copywriting, and SEO.
- Experienced in crafting well-written reviews, web copies, sales copies, and 10X content.

We're probably a match made in heaven if:

- You struggle to give your brand the personality it deserves
- Writing copy that's not too sales-y feels like a nightmare
- You could use another set of hands but can't afford a full-time in-house person

I constantly look forward to working on new projects with new brands to enhance my experience and range. If you require an experienced content writer or an SEO analyst/optimizer to boost your website rankings in a short time, I'm your guy. Just drop me a message if you want to discuss a new project and let's see how I can improve your business!

## Experience

Relevant professional experience detailed below



## Owner

### Assistonauts

Oct 2017 - Present (2 years 11 months +)

Starting from logo's brochures to social media posts- a well researched, easy to read, SEO friendly content still drives a vast majority of visitors to different websites and social media pages that result in excellent conversion ratios sooner or later.

We specialize in the following niches and categories in it comes to SEO optimized content generation:

- How-To Guides, Case Studies, or Portfolio Pieces
- Opinion Pieces, Guest Posts, or Guest Blogging
- Photos, Infographics
- Videos, Webinar transcription
- eBooks or other free resources
- Fashion and Beauty Care
- Gaming, music, movies, TV shows
- Automobiles
- Internet and technology
- Retail and eCommerce
- Sports
- Business and Finance
- Product Reviews

I also provide SEO and digital marketing services and do in-depth SEO audits and on-page optimizations for websites and provide you with a detailed report that will cover the following metrics and more:

#### # Market Analysis

- Your Current Rankings
- Current Potential Search Volume
- Approximate Value of Potential Traffic

#### # Competitive Analysis

##### › On-page Health

- Optimization Summary
- Meta-Issues (titles & Descriptions)
- Code & Technical Issues
- Analysis of Images
- Mobile Optimization
- Broken Links
- Site Speed

##### › Off-Page Metrics

- Authority of your Domain
- Authority of your Homepage
- Backlink Profile
- The effectiveness of Sites Linking Back To Yours
- Social Signals
- Spam Signals

## # Competitor Analysis & Comparison

- Keywords
- Backlinks
- Referring Sites
- Opportunities to Gain More Backlinks

## # Keyword Research

## # Step-by-Step Ranking Strategy



### **Digital Marketer | Content Writer | B2B Writer | B2C Writer | Article Writer | Blog Writer**

As Freelance Service Provider

Apr 2015 - Present (5 years 5 months +)

-Freelance Marketer and Writer



### **English Corrector**

BJIT

2017 - Present (3 years 8 months +)

- Currently involved as a freelance English corrector for BJIT Limited's English projects. Work involves proof-reading, grammar corrections and making instruction snippets for the corrections



### **Digital Marketing Consultant | Content Writer | Copywriter | Content Strategist**

Freemig

Mar 2017 - Dec 2017 (10 months)

- Optimizing On-Page website SEO and handling of social media.
- Responsible for developing Marketing, Operational and Growth Strategy Developmen
- Responsible for developing Business Plan and Pitch Deck
- Assisted in product improvement
- Responsible for performing Market research



### **Content Writer | Copywriter | Content Strategist | SEO | SMM**

Netbrands Media Corp | Imprint.com

Jan 2016 - Dec 2016 (1 year)

- Optimizing On-Page SEO and handling of social media.
- Ensure outstanding customer satisfaction by maintaining strong working relationships.
- Co-ordinate with production team members to deliver products/services that meet or exceed the customer requirements.
- Handle client issues throughout the implementation Zendesk ticketing system.
- Assist sales team in business acquisitions, planning, retention and management.
- Maintain complete and accurate customer correspondence data.

- Managing client relationships to build a reputation for excellent service and generate repeat business.
- Identify and develop problem solving methodologies to resolve customer issues.



## **Content Writer | Copywriter | Content Strategist | SEO | SMM**

Field Nation

Sep 2015 - Jan 2016 (5 months)

- Assisting department manager in SEO optimization
- Handling buyer requests for work orders published in site.
- Assess arbitration's and escalate to CSD team as required
- Zendesk ticket assignments when required
- Managing FB page
- Completing all documentation and administrative records, fully and accurately
- Create online videos, training guides, FAQs, WebEx training sessions etc. to benefit all customers.



## **Business Development Executive**

kaymu.com.bd

Mar 2014 - Aug 2015 (1 year 6 months)

- Ensure the timely delivery of all customer orders and the accuracy of sellers' stock on the website
- Demonstrate a high level of productivity and quality in evaluating, prioritizing and resolving fulfillment issues
- Conduct deep analysis on issues affecting sellers' business performances and provide inputs into product development and process improvement.
- Analyze territory trends, diagnose root cause of performance and create actionable plans for operational improvements.
- Continuously build and maintain a comprehensive working knowledge of all company related products and services
- Managing multiple platform, CRM, Business Intelligence, Sales funnel, Data mining, Order and Project management tools to analyze data for business need. Such as Salesforce, Zoho, Basecamp, Trello, Google BI Platform and Custom sales funnel.
- Take part in promotional plans and find strategies to improve seller performances.
- Educate sellers on the delivery procedure
- Continually seek opportunities to increase the delivery rate
- Using industry knowledge to build an understanding of competitive positioning, value proposition for buyers and sellers, and dynamics within the vertical.
- Analyzing of market trends and benchmark price points across multiple categories from both online and offline competitors.
- Coordinating with Key Account Managers on the daily basis to ensure sourcing, assortment management and online promotion for an online marketplace.
- Communicating the value proposition of selling online to external stakeholders through community events and networking.



## Global Marketing Manager

Tech Cloud Ltd.

Mar 2013 - Feb 2014 (1 year)

- Promoting the company brand internationally to key clients
- Generating new business via over the phone meetings
- Replying to all customer inquiries in a timely and accurate manner
- Completing all documentation and administrative records, fully and accurately
- Developing and maintaining a database of all contacts



## Call Agent

Virgo Contact Center Services Ltd

Aug 2009 - Jul 2010 (1 year)

Sales Executive: As sales executive I was in a campaign headed by 24 Talk, a British phone company. The work involved selling phone lines to possible clients by calling them up. Served as sales associate for 3 months

Room Supervisor: As room supervisor my tasks were closing sales as well as regulating working performance of associates under my supervision.

## Education



### Dhaka City College

Bachelor of Business Administration (BBA), Marketing/Marketing Management, General  
2011 - 2015

Promotional Management  
Consumer Behaviour  
Service Marketing  
Brand Management  
Strategic Marketing  
Marketing Research  
International Marketing  
International Negotiation  
Global Business Strategy  
International Financial Management  
Strategic Management  
CGPA- 3.10



### Rajuk Uttara Model College

HSC, Business Studies

2009 - 2011



**Rajuk Uttara Model College**

SSC, Business Studies

2007 - 2009

## **Skills**

MS Excel • Content Writing • Article Writing • Telemarketing • Telesales • Sales • Business Development • Relationship Marketing • Customer Support/Client Service • Copywriting