

RIYAD HOSSAN

Digital Marketer | SEO Expert

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PROFESSIONAL SUMMARY

Results-driven **Digital Marketing Specialist and SEO Expert** with over 3+ years of experience in enhancing online visibility and business growth. Proven expertise in Technical SEO, Social Media Marketing, and WordPress development. Skilled in keyword research, website speed optimization, and high-conversion paid advertising campaigns.

CORE COMPETENCIES

- **Search Engine Optimization:** On-page, Off-page, Technical SEO, Keyword Research, Website Speed Optimization.
- **Digital Advertising:** Facebook & Instagram Ads, Social Media Marketing (SMM), Lead Generation.
- **Web Development:** WordPress Design, Elementor Pro, Portfolio Gallery Integration.
- **Strategy & Analysis:** Market Research, Project Management, Performance Data Analysis.

PROFESSIONAL EXPERIENCE

Social Media Manager | Riyadify Creative Solutions | Mymensingh, Bangladesh *Jan 2023 – Present*

- Develop and execute comprehensive social media strategies to increase brand awareness and engagement.
- Manage targeted Facebook and Instagram ad campaigns, optimizing for lead generation and sales conversion.
- Analyze performance metrics to refine content strategy and drive organic growth across platforms.

SEO Expert | Biswas Academy | Kolkata, India (Remote) *Jan 2020 – Dec 2022*

- Implemented on-page and off-page SEO strategies that significantly improved organic search rankings.
- Designed and maintained responsive WordPress websites using Elementor, focusing on user experience and speed.
- Conducted technical SEO audits and resolved indexing issues to boost site visibility in Google Search results.

EDUCATION

B.Sc. in Computer Science & Engineering *Uttara University, Dhaka* | 2023 – Present

Diploma in Computer Science & Technology *Rumdo Institute of Modern Technology, Mymensingh* | 2018 – 2022

TECHNICAL SKILLS & LANGUAGES

- **Tools:** Google Search Console, Google Analytics, Elementor Pro, WordPress.
- **Languages:** Bangla (Native), English (Professional Working).