

TANVIR RAHMAN

SEO Specialist | WordPress & Elementor Development | AI-Driven Content & Technical SEO

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[Portfolio](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

SEO-focused digital professional with 5+ years of experience driving organic growth through technical SEO, WordPress/Elementor development, and AI-assisted content workflows. Proven track record of building and optimizing websites end-to-end — from technical SEO and Search Console management to low-code WordPress development using AI coding tools. Experienced in the automotive sector, including programmatic SEO for vehicle listings. Paid advertising (Meta & Google Ads) as a complementary skill, not primary focus.

CORE SKILLS

SEO (Primary): Technical SEO, On-Page & Off-Page SEO, Programmatic SEO, Content Strategy, SEMrush

WordPress & Development: WordPress, Elementor, Low-Code Development with AI Coding Tools (Claude Code), Laravel, Static Sites, Open-Source CRM Development & Customization

AI & Content: AI-Assisted Content Creation, AI-Assisted Development, n8n Workflow Automation

Analytics & Tracking: Google Analytics (GA4), Google Search Console, Conversion Tracking, SEMrush

Paid Advertising (Secondary): Meta Ads, Google Ads, GMC, Criteo

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Executive — Swapnil Group (Real Estate) *Aug 2025 – Present*

- Manage website content and technical SEO on WordPress, optimizing property listing pages for organic visibility
- Built lead flow automation and scheduled SMS marketing campaigns through CRM, improving conversion rate by 200%
- Direct a network of external agencies and freelance specialists across content, design, and paid media

Digital Marketing Team Leader — Carbarn Australia (Automotive Dealership) *Apr 2024 – Jul 2025*

- Developed and implemented a programmatic SEO strategy across car listings, improving organic visibility for vehicle inventory
- Led a team of 4, managing 360-degree digital marketing campaigns end-to-end
- Managed a combined \$50K+ Google Ads budget across roles, achieving 20x ROAS (secondary to core SEO/content work)

Digital Marketing Officer — HMBR Tools & Chemicals (Hardware Tools Manufacturer) *Aug 2022 – Apr 2024*

- Optimized website content and technical SEO, sustaining 10–20% organic traffic growth
- Created SEO-driven content (blogs, infographics, videos) to support organic visibility
- Analyzed performance using Google Analytics and SEMrush

- Personal Project** — Swadeshi Mashla BD

Jul 2021 – Aug 2022

- Built and managed a WordPress site with on-page SEO as a self-directed learning project
- Survey Coordinator** — Arc Bangladesh Ltd. (GIS Consultancy)

Dec 2019 – Jul 2021
- Customer Support Executive** — Banglaphone Ltd. (Telecommunications)

Jan 2018 – Oct 2018

EDUCATION & TRAINING

Title	Focus	Institute	Year
Data-driven Digital Marketing	Digital Marketing Planning, Analytics, Data-driven Decision Making	Bongiyo	2023
Search Engine Optimization	SEO, WordPress	Khalid Farhan Academy	2022
Master of Science (MSc)	Physics	Dhaka College	2016

AVAILABILITY

Job Type: Full-Time, Office-Based

Location: Dhaka

Salary Expectation: Tk. 65,000 / month