

# AL AMIN

## Digital Marketer, Web Designer & SEO

### PROFILE

Successful Digital Marketing Specialist with 5 years of experience in implementing marketing strategies. With proven expertise in the field of digital marketing, conversion rates, and revenue, I have managed to successfully generate 1,248 clients, 30.81% conversion rate, and 56561,600 USD in revenue within the span of 12 months at Hasty Rank Ltd.

### CONTACT

MOBILE: +880 163 2940 700  
Address: Noakhali – 3821, Bangladesh

EMAIL:  
[alamin.digitalmarketer@yahoo.com](mailto:alamin.digitalmarketer@yahoo.com)

WEBSITE:  
<http://alamin.hastyrank.com/>

### HOBBIES

- ❖ Traveling
- ❖ Research & Analysis

### LANGUAGE

- ❖ English – Fluent – Duolingo Score 115
- ❖ German – Basic – A1 Level
- ❖ Bengali – Native

### WORK EXPERIENCE

---

#### Hasty Rank Ltd. - Digital Marketing Specialist

Feb 2018 – Present

- Playing role in inbound and outbound marketing strategy, plan, analysis, and real-time work on almost all important projects.
- Advanced analysis for competitor research to earn the highest Google keyword positions for keywords and projects throughout SEO.
- Spend 10% of total monthly working hours on custom website design projects review and consultation for the best responsiveness and navigation friendliness.

#### Long Beach Hotel, Cox's Bazar. - Social Media Marketing Specialist

Jan 2016 – Jan 2018

- Worked on hotel page organic engagements by researching and updating creative designs, content, and social media post copies.
- Published 24 A/B Testing Facebook Ad Campaign. 6000+ nights are sold from 20K+ queries in 24 months and made about 425,600 USD sales.

### CERTIFICATION BY COURSERA.ORG

---

#### Responsive Website Development and Design Specialization

Offered by University of London, Goldsmiths

May 02, 2022

#### Google Digital Marketing & E-commerce Professional Certificate

Offered by Google

April 02, 2022

#### Digital Marketing Specialization

Offered by University of Illinois at Urbana-Champaign

February 20, 2022

#### Search Engine Optimization (SEO) Specialization

Offered by University of California, Davis

February 02, 2022

#### Facebook Social Media Marketing Specialization

Offered by Meta

January 02, 2022

### AWARD

---

**Certified Digital Marketing associate** - Meta

January 17, 2022

**Certificate Social Media Marketing Professional** - Meta & Coursera

January 20, 2022

### EDUCATION

---

#### Higher Secondary Certificate (HSC)

Choumuhani Govt. S. A. College

Passing Year 2014

**Group:** Science, **Grade:** 2.90 out of 5.0

#### Secondary School Certificate (HSC)

Sonapur Nurul Islam High School

Passing Year 2011

**Group:** Science, **Grade:** 4.06 out of 5.0

## SKILLS

---

1. **Digital Marketing** - Strategy, Planning, Content Creation - 6 years
2. **Social Media Marketing** - Facebook Ads, Instagram Ads, Pinterest Ads, and YouTube Ads - 6 years
3. **SMM Tool for scheduling post** - Buffer, Hootsuite, & Tailwind - 5 years
4. **Website Design**, Ecommerce Website, Landing Pages - 6 years
5. **Website Builder** - WordPress, Wix, Squarespace, Zyro, Website Speed Optimization - 4 years
6. **Search Engine Optimization** - On-Page SEO, Off-Page SEO - 6 years
7. **Email Marketing** - Email Template Design, Optimization, Email copywriting - 4 years
8. **AdWords, Google Data Analytics, Blogging** - 4 years
9. **Search Engine Marketing** - Google Ads, Pay Per Click (PPC), Marketing Campaign - 4 years
10. **SEO Optimized Content Writing** - Blog post writing, Product description writing, Web content writing, Storytelling writing - 4 years
11. **CRM** - Hubspot, Monday, Asana, Click up - 2 years
12. **Graphics Design** - Adobe Photoshop, Canva, Glorify App - 2.5 years
13. **Quora Question Answering** - 1 year
14. **Consultation** for Fast Business Development Growth - 3 years