

Robiul Islam Bappee

Digital Marketing Professionals

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Professional Summary

Digital Marketing Specialist with 2+ years of combined experience in SEO, Meta Ads, Google Ads (SEM), Social Media Marketing, and Email Marketing. Skilled in driving organic growth by SEO, optimizing ad campaigns both in Meta and Google platform, and building content strategies. Certified in Google Search Ads and SEO, with proven ability to improve rankings, traffic, engagement, and sales for diverse projects.

Core Skills

- **SEO (Intermediate):** Keyword research, on-page optimization, technical SEO, link building, Local SEO
- **Meta Ads (Intermediate):** Campaign setup, targeting, remarketing (Pixel, CAPI), budget optimization
- **Google Ads (Basic):** Search campaigns, ad copy, keyword targeting, conversion tracking
- **Social Media Marketing (Intermediate):** Facebook, Instagram, LinkedIn, Pinterest- Content Calendar, insight
- **Email Marketing (Basic):** list management, Campaign setup, Performance tracking
- **Analytics & Tools:** GA4, GSC, Semrush, Ahrefs, Google Tag Manager, Meta Event Manager
- **Platforms:** Wordpress, Facebook Ads Manager, Google Ads, Mailchimp, Hootsuite, CSS & HTML basics

Key Achievements

- Increased organic traffic by 500+ visits/month, generating \$3,000+ in 6 months.
- Achieved \$250,000 in client sales through Meta Ads campaigns.
- Earned Google Ads certification and launched test campaigns with 119 clicks & 3.91k impressions.
- Published 39 posts monthly across Facebook, LinkedIn, and Pinterest using a content calendar.
- Collected 300+ consented emails via Meta campaigns for email marketing.
- Created and designed 40,000+ words of content and 500+ images for web and social media.
- Developed 10+ WordPress business websites.

Experience

Digital Marketing Specialist | Ongshon Digital

Jan, 2023 – Present

- Ranked a service page on Google's 1st page, generating 300+ monthly organic visits and 40+ qualified leads.
- Set up and managed Meta Ads campaigns, improving awareness, engagement, and sales.
- Managed social media platforms including Facebook, Instagram, LinkedIn, and Pinterest.
- Launched and optimized Google Ads campaigns to test keyword targeting and performance.
- Monitored and analyzed performance using GA4, GSC, Meta Insights, and Semrush to ensure improvement.

Digital Marketing Project – Holy Macca Madina Travel Service

Sept, 2024 – Present

- Optimized website SEO: on page, technical fixes, linkbuilding, content, and local SEO.
- Managed Meta & Google Ads campaigns and tested email marketing strategies.
- Created social media calendar to boost engagement.

Digital Marketing Project – Nbajar.com

July, 2020 – Dec, 2020

- Designed website structure and managed product listings.
- Promoted business through Facebook Ads, website and offline marketing campaigns.
- Manage and created Facebook post regularly to boost engagement.

Education

MBA in Marketing | University of Chittagong | Passing Year: 2022

BBA in Marketing | University of Chittagong | Passing Year: 2021

Certifications

- SEO Fundamental Course with Greg Gifford (Semrush Academy) - 2025
- Keyword Research Essentials with Semrush – 2025
- Google Search Ads Certification - 2025