



ABOUT MY SELF

As an enthusiastic person, a motivated individual, I would like to pursue my career as a Content Marketer. I am ready to work hard for the improvement of myself and the company. Making the most of every opportunity I am given, I want to grow in terms of knowledge using the surroundings I am provided.

Skills

- Content Planning
- Copywriting
- SEO Optimization
- Social Media Management
- Documentation Writing
- Email Marketing
- Keyword Optimization
- Graphic Design

Contact

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- @ShadRabbir

Golam Rabbir Shad

CONTENT MARKETER

Work Sample

- Ecommerce SEO: The Ultimate Guide for Startups
<https://tinyurl.com/5dbbjxp2>
- SMART Goals in Project Management
<https://tinyurl.com/4n34rwu9>
- 8 Best Project Management Software for Web Designers
<https://tinyurl.com/2p926skf>
- Author Profile:
<https://wedevs.com/author/imrabbirshad>

WORK EXPERIENCE

Content Writer

weDevs 2019-Present

- Written and Published 120+ blogs for different niches maintaining SEO Guidelines, Keyword Research on 6 Different Sites that generated 150k traffic
- Written over 300+ Documents Regarding Product Features, New Releases
- Editorial Role, Reviewed and Published Articles, Video Scripts, Guest Posts. Edited the old posts by complying with the updated SEO guidelines
- Link Building, Exchanged Emails for Backlinks, Guest Posts
- Social Media Promotion: Create Strategies on Promoting Blog Posts on Different Social media platforms like Facebook, Twitter, LinkedIn, Quora, Reddit. Increased Social Media Performance by 37%.
- Created Content Plan by doing Topical Mapping, Competitor Keywords and Recent Trends using Tools like SEMRush, Ahrefs, Answerthepublic, etc. Gathered 700 Topics from the Competitors.
- Maintaining Site Traffic and CTR through Google Analytics, Search Console. Increased CTR rate by 12%.
- Coordinated with the Design Team to create Infographics, Special Images to Promote Articles.

Things I am Proud Of

- Wrote a blog on eCommerce SEO that gained 500 traffic per month
- Got 2 Affiliate Sell from one of my blog in one month.
- By adding a form in the blogs as a part of growth hack strategy it gathered 120 leads in 2 months.
- Back to back performer of the year 2020 & 2021
- Increased yearly traffic by 9% in the year 2021
- Written and Updated over 300 Documents that decreased support query by 15%.
- Wrote an Ebook on App Search Optimization that collected 40 leads in a month

EDUCATION

- BSC in Computer Science & Engineering
American International University- Bangladesh
01/2106 - 07/2019, CGPA 3.70
- H.S.C. with "GPA 4.25 from AL-AMIN ACADEMY
SCHOOL AND COLLEGE, CHANDPUR

EXTRA CURRICULAR ACTIVITIES

- Former member of Engineering Students Association Bangladesh(ESAB)

LANGUAGES

- Bangla
- English
- Hindi