

# Md Rokonuzzaman

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## PROFESSIONAL SUMMARY

SEO Strategist specializing in semantic search optimization, topical authority development, and data-driven content engineering. Proven expertise in growing organic traffic and revenue through strategic content architecture, entity-based optimization, and EEAT implementation. Google-certified Digital Marketing professional with 5+ years driving measurable business growth through technical SEO and content strategies.

## TECHNICAL SKILLS

**SEO Expertise:** Semantic SEO, Topical Map Development, Entity-Based Search, Content Engineering, Technical SEO Audits, On-Page/Off-Page Optimization, Schema Markup Implementation, EEAT Optimization, Keyword Intent Modeling

**Analytics & Tools:** Google Analytics, Google Search Console, SEMrush, Ahrefs, Screaming Frog, Surfer SEO, Content Optimization Platforms

**Content Strategy:** Content Brief Creation, Semantic Content Networks, Brand Authority Building, Information Architecture, Content Gap Analysis

**Technical Skills:** Data Science & ML Applications, Website Auditing, Link Building Strategies, Competitive Analysis, Conversion Optimization

**Languages:** English (Professional), Bangla (Native), Hindi (Elementary)

## PROFESSIONAL EXPERIENCE

### SEO Strategist

*R Marketor*

Jan 2025 – Present

*Rangpur, Bangladesh*

- Architect comprehensive semantic SEO strategies incorporating topical maps, content hierarchies, and entity-based optimization frameworks to drive organic visibility and business ROI
- Design and implement content engineering systems that align search intent with business objectives, improving content performance metrics and user engagement
- Develop keyword intent modeling frameworks and on-page optimization protocols that enhance topical authority and domain expertise signals
- Build scalable content architecture leveraging semantic content networks to establish brand authority and improve search engine understanding

### Search Engine Optimization Specialist

*Upwork (Remote)*

May 2022 – Jul 2025

*Dhaka, Bangladesh*

- Delivered comprehensive SEO strategies including technical audits, on-page optimization, and link building campaigns for diverse client portfolios
- Conducted in-depth website audits identifying critical technical issues, content gaps, and optimization opportunities resulting in improved search rankings
- Implemented data-driven SEO methodologies utilizing latest tools and techniques to maximize client satisfaction and measurable results
- Provided strategic SEO consultation and action plans that aligned technical optimization with business growth objectives

### SEO Consultant (Freelance)

*Self-Employed*

Jun 2023 – Present

*Rangpur, Bangladesh*

- Consult with businesses on semantic SEO implementation, topical authority building, and content strategy development
- Create detailed content briefs, brand guidelines, and EEAT optimization strategies for niche sites and enterprise clients
- Apply advanced SEO frameworks inspired by industry leaders to accelerate ranking improvements and organic growth

### Freelance SEO & Digital Marketing

*Fiverr*

Jan 2020 – 2025

*Bangladesh*

- Built successful freelance practice delivering SEO, content optimization, and digital marketing services to international clients
- Maintained high client satisfaction through strategic implementation of modern SEO techniques and proven optimization frameworks

EDUCATION

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**Gopalganj Science and Technology University (GSTU)**  
*Bachelor of Business Administration (BBA), Management Studies*

2019 – Sep 2024  
*Gopalganj, Bangladesh*

CERTIFICATIONS & ACHIEVEMENTS

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**Google Digital Marketing Certification:** The Fundamentals of Digital Marketing  
**Technical Training:** Computer Fundamental Course, Rangpur Technical Training Center  
**Academic Honors:** Board Scholarship (HSC) - Recognized for academic excellence