



## ABOUT ME

Strategic SEO professional with 4+ years of experience bridging technical search performance and human intent. I specialise in scaling long-term organic growth, recently driving a performance peak of 6.99M impressions and 57.2K clicks in a 90-day window following sustained strategic management. [\[Link\]](#)

My expertise lies in driving measurable business outcomes, successfully scaling to 1,200+ monthly organic lead form submissions. I achieve this by optimizing for the modern search landscape, including visibility for LLMs such as ChatGPT and Gemini, through data-driven keyword research, content optimisation, auditing Core Web Vitals, online reputation management, and increasing overall topical authority.

## WORK EXPERIENCE

**Axilweb Ltd** Dhaka, Bangladesh

### SEO specialist

01/08/2023 – Current

- Conduct keyword research to gain topical authority and intent-based search terms.
- Optimise on-page elements using WordPress CMS.
- Manage online reputation through local listings and public relations.
- Maintain and enhance the Google Business Profile for improved local map pack visibility.
- Auditing Core Web Vitals and collaborating with developers
- Conversion rate optimisation collaborating with the Google Ads team
- Create data-driven SEO action plans using insights from Google Search Console, GA4, and Microsoft Clarity.

**CSM Bangladesh Ltd** Dhaka, Bangladesh

### SEO specialist

01/06/2021 – 01/07/2023

- Keyword research
- On-page optimisation (Custom CMS)
- Online reputation management (Guest Posting, Press Release)
- Keep updating Yelp, GBP and other business listings

## EDUCATION AND TRAINING

**01/09/2025 – CURRENT** Verona, Italy

**Masters Program in Linguistics** University of Verona

Website <https://www.univr.it/it/> | Field of study Literature and linguistics |

Level in EQF EQF level 7

**01/01/2020 – 01/01/2024** Dhaka, Bangladesh

**BA Honors in English** Dhaka International University

Website <https://diu.ac/> | Field of study Literature and linguistics | Level in EQF EQF level 6

## LANGUAGE SKILLS

**MOTHER TONGUE(S):** Bengali

## Md Mazedur Rahman

**Passport:** A 0 8 188002

**Work permit:** Italian

**Date of birth:** 25/12/2000

**Place of birth:** Jamalpur, Bangladesh

**Nationality:** Bangladeshi

**Gender:** Male

## CONTACT

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(+39) 3508894826

<https://www.linkedin.com/in/mazedur-rahman-himel-seo-profesional/>

+393508894826 (**Whatsapp**)

## Other language(s):

### English

**Listening** B2

**Spoken production** B1

**Reading** B2

**Spoken interaction** B1

**Writing** B1

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### Italian

**Listening** A1

**Spoken production** A1

**Reading** A1

**Spoken interaction** A1

**Writing** A1

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*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## SKILLS

### SEARCH ENGINE OPTIMIZATION

SEO Tools: Semrush, Google Search Console, Ubersuggest | Google tools: Google trends, Google Analytics, Google Keyword search | Google (Google Drive, Google Docs, Google Slides, Google Sheets, Google Meets, Google Trends)) | CSS basics | Microsoft Clarity | HTML ( Basics ) | Ahrefs, SEMRush, MOZ, DeepCrawl, Screaming Frog, SurferSEO etc. | Schema markup