

# MD ASHIK JIBON

## Senior SEO Consultant

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## PROFESSIONAL SUMMARY

Results-driven Senior SEO Consultant with 12+ years of experience managing and optimizing high-impact SEO campaigns for clients across the USA, UK, Canada, Australia, and other global markets. Demonstrated success in increasing online visibility, driving targeted organic traffic, and boosting SERP rankings through a strategic blend of technical SEO, on-page optimization, and authoritative off-page tactics. Highly proficient in keyword research, content planning, performance analysis, and SEO project management across WordPress and various CMS platforms.

## SKILLS & COMPETENCIES

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|------------------------------|------------------------------------|-----------------------------|
| • Advanced SEO Audits        | • Keyword Research & Mapping       | • Web Analytics & Reporting |
| • Technical SEO Optimization | • Link Building & Authority Growth | • Social Media Strategy     |
| • AI-Powered SEO Analysis    | • Market & Competitor Analysis     | • Content Optimization      |
| • E-commerce and Local SEO   | • PPC Campaign Management          | • WordPress Management      |

## WORK EXPERIENCE

**Pinnacle Technologies | Chicago, IL, USA** November 2024 - Present  
**SEO Expert Strategist (Remote)**

*Pinnacle Technologies is a Chicago-based full-service digital growth agency specializing in SEO, Google Ads, lead generation, and creative web design. The company delivers data-driven marketing strategies tailored to help businesses scale and achieve measurable results online.*

- Spearheading advanced SEO strategies for B2B and B2C clients, focusing on organic lead generation, keyword targeting, and performance optimization.
- Managing on-page and technical SEO audits and content planning to drive measurable growth and ROI.
- Collaborating with design and development teams to align SEO requirements with high-converting landing pages and website structures.

**Just SEO Digital | Auckland, New Zealand** October 2021 - Present  
**SEO Consultant (Remote)**

*Just SEO Digital is a New Zealand-based SEO agency specializing in white-hat, structural SEO services. With a focus on long-term, sustainable growth, the company helps businesses across Auckland and nationwide improve their online visibility through tailored, data-driven SEO strategies.*

- Deliver tailored SEO strategies aligned with client goals, focusing on structural white-hat optimization across various industries in New Zealand.
- Conduct in-depth SEO audits, keyword research, and on-page/off-page optimization to improve local and national search visibility.
- Collaborate with development and content teams to ensure consistent SEO performance and compliance with best practices.

## **WGNR | Orlando, FL, USA**

**January 2024 – October 2024**

### **VP of Search Marketing (Remote)**

*WGNR is a brand-focused digital marketing agency based in Orlando, FL. The agency specializes in delivering strategic branding, digital transformation, and performance marketing solutions across various industries, with a strong emphasis on measurable impact and creative excellence.*

- Strategically developed and refined SEO methodologies aligned with brand and client goals, focusing on maximizing organic visibility, engagement, and conversions.
- Guided strategic planning for SEO innovation across clients in real estate, tech, and e-commerce sectors.
- Provided executive-level reporting and performance insights to stakeholders, tying SEO outcomes to business KPIs.

### **Senior Director of Search Marketing (Remote)**

**November 2022 – December 2023**

- Led end-to-end search marketing operations, managing a cross-functional team across SEO, PPC, and content strategy.
- Directed the execution of full-funnel SEO and SEM campaigns, achieving significant improvements in brand visibility and qualified lead acquisition.
- Collaborated with creative, dev, and analytics teams to ensure cohesive, data-driven performance marketing initiatives.

### **Senior SEO Manager (Remote)**

**June 2022 – October 2022**

- Executed technical and on-page SEO enhancements to improve search rankings, site performance, and engagement for a diverse client portfolio.
- Conducted comprehensive audits, competitor analysis, and keyword research to inform SEO roadmaps.
- Partnered with designers and developers to implement SEO best practices across websites and landing pages.

## **Eyeshot Agency | Toronto, ON, Canada**

**October 2021 – June 2022**

### **SEO Consultant (Remote)**

*Eyeshot Agency is a Toronto-based digital agency offering full-service marketing solutions. The agency helps businesses improve their online presence through strategic SEO, content marketing, and performance-driven campaigns tailored to Canadian and international markets.*

- Provided SEO consultancy to enhance organic visibility and drive qualified traffic across client websites.
- Conducted in-depth competitor analysis, technical SEO audits, and strategic keyword research to identify growth opportunities.
- Delivered actionable recommendations and collaborated with development and content teams to implement SEO best practices.

## **The Wagner Agency | Orlando, FL, USA**

**April 2020 – September 2021**

### **Director of Search Marketing (Remote)**

*The Wagner Agency is a creative and digital marketing agency based in Orlando, FL, specializing in brand storytelling, performance marketing, and integrated digital strategies. The agency partners with clients to create impactful, data-driven campaigns that resonate with audiences and deliver measurable business results.*

- Led strategic SEO initiatives and campaign execution to drive substantial growth in organic traffic, SERP rankings, and brand visibility across a diverse client portfolio.
- Managed and mentored a team of SEO specialists, setting best practices for on-page, off-page, and technical SEO to meet client KPIs.
- Delivered performance reporting and optimization strategies that aligned with business objectives and improved client ROI.

**Search Marketing Manager (Remote)**

**September 2019 – March 2020**

- Executed foundational SEO strategies including keyword research, content optimization, and site audits to support long-term organic growth.
- Collaborated with creative, content, and development teams to integrate SEO into broader digital marketing campaigns.

**Up Arrow Consulting | Dhaka, Bangladesh**

**March 2016 – March 2020**

**SEO Project Manager**

*Up Arrow Consulting is a Dhaka-based digital marketing agency providing SEO, content marketing, and performance-driven online solutions. The agency serves clients across different industries, focusing on measurable growth through ethical and strategic SEO practices.*

- Developed and executed full-scale SEO strategies to boost client search rankings, resulting in increased organic traffic and conversions.
- Performed in-depth keyword research, technical SEO audits, and on-page optimization across diverse industries.
- Designed and implemented effective link-building strategies for sustainable authority growth.
- Delivered comprehensive performance reports and insights to stakeholders, ensuring alignment with campaign KPIs and business goals.

**SEO Analyst**

**January 2015 – February 2016**

- Conducted detailed SEO audits and tracked key performance metrics to support senior SEO managers.
- Assisted in managing client SEO projects and contributed to ongoing optimization plans.

**SEO Associate**

**April 2013 – December 2014**

- Supported SEO campaigns through keyword research, basic technical implementations, and content optimization.
- Contributed to improved organic search visibility and engagement for various client websites.

**EDUCATION**

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**Bachelor of Business Studies (BBS)**

**Graduation Year: 2012**

National University | Affiliated College: Govt. Bangla College

**CMS/SOFTWARE/TOOLS**

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Google Analytics, Google Search Console, Semrush, Ahrefs, Moz, Screaming Frog, Yoast SEO, Google Keyword Planner, Majestic, Google Data Studio, Google Ads, Google Tag Manager, Hootsuite, Canva, Jasper, Surfer SEO, Rank Math, Zoho Projects, ClickUp, Basecamp, Search Atlas, WordPress, Shopify

**CERTIFICATIONS & COURSES**

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|--|---|
| • Google Ads Search Certification (Google) | • Google Ads Display Certification (Google)     |
| • Google Analytics Certification (Google)  | • Digital Marketing Certified (HubSpot Academy) |
| • SEO Certified (HubSpot Academy)          | • Social Media Certification (HubSpot Academy)  |

**ADDITIONAL INFORMATION**

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|---|---------------------------------------|
| • Languages: English (Fluent), Bengali (Native) | • Age: 33                             |
| • Notice Period: Available immediately          | • Marital Status: Married             |
| • Nationality: Bangladeshi                      | • References: Available upon request. |