

RAJIUL ISLAM

Digital Marketer

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing professional with a B.Com degree and hands-on experience in SEO (GA4, SEMrush), WordPress CMS, Google Analytics, content marketing, and social media marketing. Proven ability to manage end-to-end campaign execution, vendor coordination, and online performance tracking. Experienced in lead generation support, market research, and data-driven reporting. Seeking a Digital Marketing Executive role to drive brand growth, increase organic traffic, and improve conversion rates.

CORE COMPETENCIES

SEO | SEM | Hostinger management | Google Analytics 4 (GA4) | SEMrush | WordPress Website Management | Content Marketing | Social Media Marketing | Email Marketing | PPC Campaigns | Lead Generation | Keyword Research | Google Search Console | Campaign Reporting | CRO | HTML & CSS | AI Tools | Vendor Management | Client Handling

TECHNICAL SKILLS

SEO & Analytics: Google Analytics 4(GA4), SEMrush, Google Search Console, Keyword Research, On-page SEO

Digital Marketing: Content Marketing, Social Media Marketing, Email Marketing, PPC, Lead Generation, Campaign Reporting

Web & CMS: WordPress Website Management, HTML & CSS Basics

Tools & Platforms: MS Office, Google Workspace (Docs, Sheets, Drive), AI Tools (ChatGPT, Claude, codex)

Business Skills: Client Handling, Vendor Management, Negotiation, Market Research, Cost Optimization, Event Management .

WORK EXPERIENCE

Marketing Executive | TFE – Tanzy Flowerence and Events | Jan 2024 – March 2025

- Managed 15+ end-to-end marketing and event campaigns, delivering on time within budget and improving project turnaround by 20%.
- Developed and executed digital marketing strategies — social media scheduling and SEO content updates — that boosted online engagement for event promotions.
- Negotiated with 10+ vendors and contractors, cutting procurement costs by ~15%, while sourcing high-quality materials within client budgets.
- Led client meetings, on-site event operations, and cross-functional team coordination across 10+ events, maintaining 95%+ client satisfaction.

Admin | Conceptual Advisory Service LLP (Project: Suraksha Smart City) | March 2025 – Present

- Support digital documentation, record management, and correspondence for a smart city initiative, ensuring accurate data tracking and compliance reporting.
- Coordinate with internal teams and management to streamline communication workflows, reducing information delays across departments.
- Maintain and update project records, reports, and administrative databases to support smooth operations and audit readiness.
- Leverage AI tools and Google Workspace to automate routine reporting tasks, improving administrative efficiency.

EDUCATION

Bachelor of Commerce (B.Com) | St. Gonsalo Garcia College, Mumbai University | 2021 – 2024

Udemy – Digital Marketing Certification | Instructors: Robin & Jesper | 2025 – 2026

ADDITIONAL INFORMATION

- Portfolio website: rajiulislam.com — showcases digital marketing projects and work samples.
- Proficient with AI-assisted marketing tools including content generation, SEO analysis, and workflow automation.
- Actively developing expertise in paid advertising (Google Ads, Meta Ads) and conversion rate optimization.