

# MD RABBY ISLAM SANNNY

## Digital Marketing Specialist

📞: +8801888499890, ✉: mdrabbyislamsanny1@gmail.com

📍: 601, islamnagar, Dhaka, Savar.

Passport No.: A11292133

D.O.B: 12/26/2004

Gender: Male

Marital Status: Single

Nationality:

Bangladesh

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### SUMMARY

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A highly motivated and results-driven Digital Marketing Specialist with 3+ years of experience in SEO, YouTube SEO, social media marketing, paid advertising, and full-funnel digital marketing strategy. I excel at increasing online visibility, driving targeted traffic, and generating high-quality leads through data-backed decision-making.

I specialize in optimizing websites for search performance, managing multi-platform social media campaigns, and creating engaging content that aligns with user intent. My expertise includes SEO audits, keyword research, technical optimization, YouTube channel growth, video ranking strategies, and improving click-through rates.

I have successfully supported institutes, agencies, and international clients—delivering growth through consistent branding, analytics-driven insights, and high-performance marketing campaigns. With strong analytical skills, creative problem-solving ability, and a commitment to continuous learning, I focus on delivering measurable, long-term digital growth that drives real business impact.

I stay updated with the latest marketing trends, tools, and algorithm changes to ensure every project receives a modern, competitive, and results-oriented strategy.

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### EMPLOYMENT HISTORY

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#### Digital Marketer - Creative IT Institute

Dhaka, Mirpur

January 2023 - December 2025

##### Key Responsibilities:

- Developed and executed SEO strategies to increase organic rankings & traffic.
- Managed paid advertising campaigns across Google, Facebook, and Instagram.
- Created engaging social media content to drive leads and student enrollment.
- Performed keyword research, competitor analysis, and marketing optimization.

- Handled email marketing automation to nurture leads.
- Monitored KPIs using Google Analytics & provided actionable reports.
- Ensured consistent brand communication across all digital platforms.

Key Achievements:

- Increased organic traffic by **60% within 6 months**.
- Improved lead conversion rate through optimized paid marketing.
- Achieved **40%+ growth** in social media engagement and inquiries.

EDUCATION

Bangladesh Open University - Bachelor Of Arts  
(Economics)

Dhaka, Savar.

January 2023 - Till Date

Bangladesh Open University - Senior Secondary School Certificate (SSCE)  
(Secondary Education)

Dhaka, Savar.

January 2020 - December 2022

CERTIFICATE

Digital Marketing	January 2023
Social Media Marketing II	January 2023
Advanced Search Engine Optimization	January 2023
Content Writing & Copywriting	January 2023

SKILLS

Full Digital Marketing Strategy & Execution <div></div>	YouTube SEO (Video Optimization, Tag Research, CTR Boost, Audience Growth) <div></div>	Search Engine Optimization (On-Page, Off-Page, Technical) <div></div>
		SEO Audit & Keyword Research <div></div>
Social Media Marketing (Facebook, Instagram, LinkedIn, YouTube) <div></div>	Google Ads & PPC Campaign Management <div></div>	Email Marketing & Automation <div></div>

Content Creation & Copywriting

Conversion Rate Optimization (CRO)

Web Analytics (GA4, Search Console)

WordPress Website Optimization

Branding & Online Reputation Management

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## LANGUAGE

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Bengali

English

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## HOBBIES

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Learning New Digital Marketing Tools & SEO Strategies,    Creating And Optimizing YouTube Content,    Exploring Analytics And Audience Insights,    Reading About Online Marketing Trends & Technology,    Designing WordPress Websites And Landing Pages,    Watching Tech & Marketing Tutorials,

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## REFEREES

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**Md Anowar Ashrafi**  
Deputy Manager at Creative IT Institute - Creative IT Institute  
+880 1958-155678  
ashraficit.bd@gmail.com  
Mentor