



# FAYSAL KHAN

## SEO & WEB DEVELOPMENT

### CONTACT



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Khulna, Bangladesh

### SEO SKILLS

- On-Page and Off-Page SEO
- Keyword Research and Analysis
- Technical SEO and Site Audits
- Content Optimization
- Link Building and Outreach
- Google Analytics and Google Search Console
- SEO Tools (Ahrefs, SEMrush, Moz, etc.)
- HTML and CSS Basics
- Local SEO
- Mobile SEO
- GMB

### WEB DEVELOPMENT SKILLS

- Programming Languages: HTML, CSS, JavaScript, PHP
- Front-end Development: Bootstrap, jQuery
- Database: MySQL
- Version Control: Git, GitHub
- Responsive Design: Media Queries, Flexbox, CSS Grid
- CMS: WordPress, Drupal
- Web Security: SSL/TLS
- Code Editors: Visual Studio Code

### ABOUT ME

I'm Faysal, an SEO enthusiast with a knack for boosting online visibility. Specializing in keyword optimization and search engine rankings, I help businesses connect with their target audience and increase organic traffic. Let's collaborate to enhance your digital presence and drive results in the competitive online world. Reach out today to get started!

### EDUCATION

2016 - 2017

**National University**

MBA

2012 - 2016

**National University**

BBA

### WORK EXPERIENCE ON SEO

SEO Specialist

**Rutherford, New York**

**April 2023 - Present**

- Worked closely with the marketing services leader, marketing services consultant, and other marketing professionals to develop and execute SEO campaigns.
- Developed optimization strategies that increased search engine rankings.
- Provided recommendations and executed strategies for content development in relation to keyword-specific SEO goals.
- Increased keyword usage from 20% to 50%.
- Developed and implemented 15 link-building campaigns.
- Updated content for maximum optimization and search engine rankings.

## LANGUAGES

English

French

Spanish; Castilian

Deutsch

## SOCIAL PROFILES

LinkedIn:

<https://www.linkedin.com/in/seo-expert-in-khulna/>

Facebook:

<https://www.facebook.com/rana.faysal.921/>

SEO Specialist

**Stepping Stone Group, New York**

**August 2022 – October 2022**

- Created and implemented organic search strategies for our clients by working collaboratively with cross-functional teams.
- Remained knowledgeable about the ever-changing SEO landscape.
- Conducted SEO audits that considered technical, on-page, and off-page elements.
- Collected and analyzed SEO related data from multiple sources, including: Google Analytics, Google Search, SEMrush, SE Ranking, Google Trends, etc.
- Improved organic search results by advancing our search results page from number 9 to number 3.
- Developed and nurtured long-term internal and external relationships by being an engaged and clear communicator.

SEO and Content Manager

**SIMPLISE, Baltimore**

**May 2022 – July 2022**

- Conducted a thorough technical audit and incorporated advanced digital marketing strategies to increase monthly hits from 20K+ to 2M+
- Established 7+ interactive marketing strategies to attract 53% more clients to the website, resulting in an average revenue increase of 32% each year
- Completed a performance analysis every 3 months to drive link-building strategies, keeping 93% of Simplise pages in the first 3 positions on Google for 3+ years in a row
- Cooperated with 14+ team members to ensure that SEO best practices were followed when implementing newly developed code

SEO Specialist

**Stepping Stone Group, New York**

**July 2023 – Present**

- Research and implemented technical and on-page SEO recommendations that increase organic traffic by 80%+ and secure \$2M+ in annual revenue growth
- Boosted rankings from page 5 to page 1 on 3+ major search engines, leading to the Envisionly website becoming the 2nd most visited art and crafts website in 2021
- Stay up-to-date with industry trends to identify keyword opportunities, which enhance organic revenue by 25%+ each quarter
- Determinee Envisionly's potential and inefficiencies in the advertising space by conducting keyword research and optimizing Google Ad Words

# WORK EXPERIENCE ON WEB DEVELOPMENT

## Web Development

### **magnoliasonsilk Shop, Germany**

**August 2023 – Present**

- Designed and developed responsive websites for clients using HTML, CSS, and JavaScript.
- Collaborated with the design team to create visually appealing user interfaces and optimized user experience.
- Implemented e-commerce solutions and integrated payment gateways for online stores.
- Conducted regular website maintenance and resolved performance issues to ensure high uptime.
- Utilized back-end technologies such as PHP and MySQL for database-driven web applications.
- Developed RESTful APIs for mobile app integration, improving the company's overall digital presence.

## Web Development

### **Croenert Shop, Germany**

**September 2023 – Present**

- Assisted the senior web developers in building and maintaining web applications.
- Designed and developed responsive Ecommerce websites for clients using HTML, CSS, and JavaScript.
- Implemented e-commerce solutions and integrated payment gateways for online stores.
- Collaborated on projects, providing support in coding and troubleshooting issues.
- Participated in team meetings and contributed to project discussions, sharing ideas and insights.

## Web Development

### **Mmaraka Website, South Africa**

**July 2022 – Present**

- Developed and maintained responsive and user-friendly websites for clients, resulting in a 15% increase in user engagement.
- Collaborated with the design team to create visually appealing and functional web interfaces.
- Utilized HTML, CSS, and JavaScript to implement interactive features and optimize website performance.
- Integrated third-party APIs and plugins to enhance website functionality and user experience.
- Conducted code reviews and resolved bugs and issues to ensure high-quality web solutions.
- Worked in an Agile environment, participating in daily