

# Al Amin

## Empowering Businesses Through Cutting-Edge Digital Solutions

Mobile: +66 0827246547 Address: Bangkok 10400, Thailand, Email: [growthadvisoralamin@gmail.com](mailto:growthadvisoralamin@gmail.com)

### Career Summary:

Results-oriented Digital Marketing Strategist and WordPress Expert with over 6 years of experience empowering businesses—ranging from small startups to established brands—to achieve rapid growth and sustainable online success. Adept at leveraging SEO, PPC, content marketing, and data-driven insights to drive client engagement and brand visibility. Recognized for accelerating growth for small businesses and delivering innovative WordPress solutions that maximize user experience and conversions.

### Key Achievements:

- **Hospitality Revenue Growth:** Drove a 37% increase in sales for Sayeman Beach Resort by executing targeted digital marketing campaigns, enhancing online bookings and customer retention.
- **Small Business Success:** Boosted website design client acquisitions by 28% for Hasty Rank Ltd through innovative outreach and content strategies.
- **Lead Generation Excellence:** Achieved a 35% increase in qualified leads for Rajbari Builders by implementing data-driven PPC and SEO initiatives.
- **SEO Leadership:** Secured top 10 Google rankings for multiple high-value keywords, driving significant organic traffic growth for diverse clients.
- **E-Commerce Optimization:** Enhanced user experience and conversion rates for WordPress-based online stores, contributing to a 40% increase in monthly sales.
- **Customer Engagement:** Maintained a 98% occupancy rate across 31 Airbnb listings by optimizing pricing and delivering exceptional guest experiences.

### Work Experience:

#### Head of Digital Marketing - Hasty Rank Ltd., Bangladesh

*December 2022 - Present*

- Led a team to achieve a 30% increase in lead generation and 25% growth in online sales.
- Devised and implemented comprehensive marketing strategies, including SEO, PPC, and content marketing.
- Optimized campaigns to yield a 20% higher ROI year-over-year.
- Spearheaded brand awareness initiatives, improving customer engagement across digital channels.

#### Digital Marketing Manager - Rajbari Builders Ltd., Bangladesh

*July 2021 - November 2022*

- Executed targeted campaigns, resulting in a 35% increase in qualified leads.
- Grew social media followership by 20%, boosting engagement rates by 15%.
- Improved website rankings, leading to a 40% surge in organic traffic.

### **Digital Marketing Specialist - Hasty Rank Ltd., Bangladesh**

*April 2019 - June 2021*

- Delivered top 10 Google rankings for high-traffic keywords, driving website visibility.
- Achieved a 3:1 return on ad spend through optimized PPC campaigns.
- Designed and executed email marketing campaigns with 25% open rates and 5% CTRs.

### **Super Host - Airbnb, Inc.**

*October 2018 - March 2019*

- Managed 31 listings, maintaining a 98% occupancy rate and high guest satisfaction scores.
- Optimized pricing strategies to maximize revenue and reduce vacancy rates.

### **Reservation Executive - Long Beach Hotel, Cox's Bazar**

*April 2017 - September 2018*

- Enhanced guest satisfaction scores through personalized service and efficient bookings.
- Implemented revenue strategies to maximize room occupancy and profitability.

### **Education:**

- **Bachelor of Digital Marketing (Expected December 2024)**  
Harbour.Space University @ UTCC, Bangkok
- **Social Media Marketing Specialization (March 2024)**  
Northwestern University, Coursera
- **Google Digital Marketing & E-commerce Professional Certificate (August 2023)**  
Google Career Certificates, Coursera

### **Skills:**

#### **Technical Skills**

- **Digital Marketing:** SEO, PPC, Social Media, Email Marketing, Content Marketing
- **Web Development:** WordPress, Elementor, WooCommerce, Shopify, HTML, CSS, JavaScript
- **Tools:** Google Ads, Ahrefs, SEMrush, Hootsuite, Mailchimp, Google Analytics

#### **Soft Skills**

- Leadership and Team Management
- Client Relationship Development
- Problem-Solving and Critical Thinking

- Creativity and Adaptability

## Portfolio Highlights:

- **E-Commerce Website for [MoonFarms](#):** Built a WordPress-based store with a 40% increase in monthly sales.
- **SEO Campaign for Sayeman Beach Resort:** Achieved top rankings for 10+ competitive keywords, resulting in 50% organic traffic growth.