

# TASDID HOSSAIN SIDDIQUE

Digital Marketing Specialist · SEO & Growth Marketer

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## PROFESSIONAL SUMMARY

Digital Marketing Specialist with 5+ years of experience in SEO, email marketing, PPC, lead generation, and performance marketing. Experienced in technical SEO, backlink building, cold email outreach, and marketing automation for SaaS, ecommerce, and B2B businesses. Helped websites grow organic traffic, rank keywords on Google, and generate qualified leads through targeted campaigns. Currently looking for remote opportunities with international companies or digital agencies.

## CORE COMPETENCIES

- ▶ Technical SEO & Site Audits | ▶ Cold Email Outreach & B2B Prospecting | ▶ Google Analytics 4 & Looker Studio
- ▶ On-Page & Off-Page SEO | ▶ LinkedIn & Backlink Outreach | ▶ KPI Tracking & Reporting
- ▶ Keyword Research & Mapping | ▶ Lead Generation & CRM Management | ▶ A/B Testing & CRO
- ▶ Local SEO & Schema Markup | ▶ Email Marketing & Deliverability | ▶ Google Ads & Facebook Ads
- ▶ SERP Ranking & CTR Optimization | ▶ Content Strategy & Funnel Optimization | ▶ Marketing Automation & ROI

## PROFESSIONAL EXPERIENCE

### Digital Marketing Specialist [Cura Resource Group](#)

*Oct 2025 – Present*

- Architect and execute **end-to-end SEO campaigns** for a B2B service brand — covering technical audits, on-page optimization, and off-page link acquisition to drive sustained ranking improvements.
- Build and manage **cold email outreach systems** targeting decision-makers using Apollo.io and Instantly, creating high-deliverability B2B prospecting pipelines with consistent qualified reply rates.
- Conduct comprehensive **technical SEO audits** via Screaming Frog and SEMrush, resolving crawl errors, indexation gaps, and Core Web Vitals issues to maximize organic search visibility.
- Execute **LinkedIn outreach campaigns** to support demand generation — qualifying prospects and routing leads through CRM workflows.
- Produce data-driven SEO reports in **Looker Studio**, aligning campaign performance with business KPIs and stakeholder objectives.

### Digital Marketing Specialist — SaaS [On Wave Group](#)

*Aug 2024 – Aug 2025*

- Drove an **18% improvement in organic CTR** within 6 months through strategic meta optimization, structured data implementation, and SERP feature targeting across a SaaS product portfolio.
- **Ranked 25+ keywords in Google's top-10 results** through content optimization, authority link building, and technical SEO — directly supporting qualified inbound pipeline growth.
- Generated qualified leads by developing an integrated SEO and outreach strategy, reducing reliance on paid channels and improving overall **CAC efficiency**.
- Led keyword mapping and content gap analysis to align editorial output with buyer search intent at each stage of the SaaS marketing funnel.
- Established **backlink outreach workflows** using Ahrefs and Snov.io, securing placements on niche-relevant, high-authority domains.

### SEO Expert [Wrangler Ecommerce](#)

*Aug 2022 – Jul 2024*

- Scaled monthly organic traffic from **6,000 to 24,000 visitors** — a **400% increase** — through a full SEO overhaul: technical remediation, content optimization, and aggressive link building.
- Grew **domain authority from DA 22 to DA 34** in under 18 months by acquiring **100+ high-quality backlinks** from authoritative ecommerce and industry publications.

- **Reduced crawl errors by 35%** through systematic resolution of broken links, redirect chains, duplicate content, and canonical misconfigurations identified via Screaming Frog.
- Deployed semantic keyword clustering, internal linking architecture, and schema markup to improve ranking depth across all product and category pages.

#### Digital Marketer & SEO Professional [PureWay Compliance, Inc.](#)

Dec 2020 – Jul 2022

- Increased **brand search visibility by 30%** through a multi-channel strategy combining organic SEO, Google Ads PPC, and targeted email marketing.
- Grew **organic traffic by 25% YoY** through keyword strategy, legacy content refresh, and topical authority development in the environmental compliance niche.
- Improved **email open rates by 20%** via audience segmentation, A/B testing, and deliverability upgrades including **SPF, DKIM, and DMARC** configuration.
- **Reduced CPC by 20% and increased ad CTR by 15%** by restructuring Google Ads campaigns, tightening audience targeting, and implementing negative keyword strategies.
- Managed multi-platform web presence across **WordPress, Shopify, and Wix** — maintaining technical SEO hygiene and conversion pathway alignment.

#### KEY ACHIEVEMENTS

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**400% Organic Traffic Growth** — 6,000 → 24,000+ monthly visits in 18 months through full-funnel SEO execution.

**25+ Keywords in Google Top-10** — Ranked SaaS product keywords on page one within 6 months, directly supporting inbound pipeline.

**Domain Authority +12 Points** — Elevated DA 22 → 34 through 100+ quality backlinks and on-site authority improvements.

**+18% Organic CTR** — Meta and structured data optimization delivered measurable click-through improvement.

**+20% Email Open Rate** — Segmentation, A/B testing, and SPF/DKIM/DMARC upgrades re-engineered email performance.

**-20% CPC, +15% Ad CTR** — Google Ads restructure cut wasted spend without sacrificing qualified lead volume.

**-35% Crawl Errors** — Technical SEO remediation improved crawl budget efficiency across a large ecommerce site.

#### TOOLS & PLATFORMS

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**SEO & Auditing:** SEMrush · Ahrefs · Screaming Frog · Google Search Console

**Email, Outreach & Lead Gen:** Instantly · Smartlead · Apollo.io · Snov.io · Manyreach · Klaviyo

**Analytics & Reporting:** Google Analytics 4 · Looker Studio

**Paid Advertising:** Google Ads · Facebook Ads Manager

**CMS & Platforms:** WordPress · Shopify · Wix

#### CERTIFICATIONS

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- ▶ Google Analytics Certification — Google
- ▶ Google Ads Search Certification — Google
- ▶ SEMrush SEO Fundamentals Certificate — SEMrush Academy
- ▶ HubSpot Email Marketing Certification — HubSpot Academy

#### EDUCATION

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**[Master's Degree — MBA ]**

Chattogram, Bangladesh · [2018]