

MD RAFSHAN TASHIN ESHAN

SEO Specialist (Technical & Content) | Digital Marketing Specialist | B2B Content Marketing Specialist

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Digital Marketing Specialist with 5+ years of experience leading SEO strategy, B2B content programmes, and paid and organic campaigns for global SaaS and tech brands across the US, Singapore, and Spain. Proven expertise in technical SEO, paid search, performance analytics, and content pipeline management using GA4, GTM, Semrush, and Google Search Console. Recent results include a 62% rise in organic clicks for a Singapore consultancy and a platform replatform delivered with no loss of search traffic, alongside independently run workshop and podcast programmes across remote, cross-functional teams.

Skills

Technical SEO: Site audits, on-page SEO, entity-based SEO, semantic SEO, schema markup, Core Web Vitals, site migration and recovery, website QA

Generative Engine Optimisation (GEO): AI search visibility across Google AI Overviews, Gemini, ChatGPT, and Perplexity; entity-based and semantic optimisation, structured content built for citation and retrieval, llms.txt, answer-led content formatting, brand mention and citation tracking

Research & Strategy: Keyword research, search intent analysis, competitor and content gap analysis, content strategy, blog strategy, backlink analysis, link building

Content Production: SEO content writing, technical and documentation-based writing, glossaries, landing page copy, editorial calendars, content quality control

Analytics & Reporting: Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, Semrush, Ahrefs, performance reporting

Marketing & Programmes: B2B content marketing, demand generation, lead generation, paid search (Google and ChatGPT Ads), email marketing, workshop planning and execution, podcast production and marketing, social media management (LinkedIn, X, Facebook, Reddit)

Tools

Analytics & Tracking: Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console

SEO & Research: Semrush, Ahrefs, Moz, SEOptimer

Paid Search: Google Ads, ChatGPT Ads

Content & Publishing: WordPress, Canva, YouTube Studio

CRM & Productivity: HubSpot (Basic), Microsoft Excel

Work Experience

Digital Marketing & Sales Associate | TaskCall (Madrid, Spain & USA)

August 2026 – Present · Dhaka office, Banani · On-site

- Completed full competitive research across nine incident-management competitors, mapping their highest-performing keywords and pages into a prioritised keyword and content gap list.
- Produced a promotional landing page, two published blog articles, and launch social posts against that gap list.
- Manage Google Ads and ChatGPT ad campaigns against the same keyword set as the organic programme.
- Cleared the site's technical SEO debt: pruned dead backlink pages, rebuilt internal linking, and recovered pages that canonical conflicts had kept out of Google's index.
- Build and maintain the content calendar across blog and social channels, sequenced against the keyword gap list.
- Manage organic social across LinkedIn, X, Facebook, and Reddit, with community marketing focused on LinkedIn and Reddit.
- Support demand generation and sales enablement for a B2B SaaS platform serving US and European markets.

Freelance SEO Consultant | ProSkill Workforce Pte Ltd (Singapore)

May 2026 – Present · Remote

- Delivered a comprehensive technical and on-page SEO audit for a Singapore-based staffing and WSH consultancy, identifying 40 SEO issues across critical, moderate, and low-priority categories.
- Developed a professional client-facing SEO Audit Report and implementation guide covering technical SEO, metadata, schema markup, Core Web Vitals, local SEO, and keyword strategy.
- Triaged the existing 45-post library into delete, rewrite, and keep, resolving a cannibalisation cluster whose pages had been competing against each other for the same query.
- Wrote 10 replacement articles on WSH regulations, Fire Certificate requirements, and bizSAFE, sourced against MOM, SCDF, NEA, and Singapore Statutes Online.
- **Organic clicks rose 62% and impressions 60% across matched 92-day quarters** (806 to 1,304 clicks; 108,308 to 173,713 impressions), with average position improving from 13.13 to 12.47 — Google Search Console.
- **Reach became consistent rather than occasional:** no day in the earlier quarter cleared 2,000 impressions, against 39 days in the later one.
- Provide ongoing SEO consulting, advising on implementation priorities, content optimisation, and strategies to improve search visibility and organic performance.

Technical Content & Marketing Specialist | Eagle 3D Streaming (Dallas, TX, USA)

July 2025 – August 2026 · Remote

- Developed and executed an SEO content strategy, producing 20+ technical blogs and LinkedIn content targeting Unreal Engine and cloud streaming audiences to drive organic traffic growth.
- Owned search through the platform's replatform onto a new Next.js build, covering the migration risk that normally costs a site its rankings.
- **Carried the relaunch with no loss of organic search:** across matched 45-day windows either side of launch, clicks per day rose from 24.0 to 25.1 and click-through rate from 1.28% to 1.34%, impressions held flat, and the daily record showed no drop at launch — Google Search Console.
- Diagnosed an apparent post-launch traffic fall as attribution loss rather than lost search traffic by reconciling GA4 against Search Console, preventing a fix aimed at the wrong problem.
- Implemented Google Analytics 4 (GA4) and Google Tag Manager (GTM) to monitor user behaviour, traffic sources, landing page performance, and campaign effectiveness.
- Conducted keyword research using Semrush and Google Search Console, optimising on-page SEO and technical content to improve search visibility for a global SaaS audience.
- Optimised content for Google Search and Google Gemini using entity-based SEO, semantic SEO, and structured content principles to improve AI search visibility.
- Conducted backlink analysis, supported link-building initiatives, managed the B2B content calendar across blog, LinkedIn, and email channels, and collaborated with developers and executive leadership to strengthen domain authority, support lead generation, and translate complex platform features into accessible technical content.

Content Editor & Writer | Lipikar Agency of Content Writing (Dhaka, Bangladesh)

Jan 2020 – Nov 2023 · Remote

- Developed and executed content strategies for 10+ clients across diverse industries, improving content quality and search visibility.
- Wrote and optimised 100+ SEO-focused articles using keyword research, search intent analysis, and on-page SEO best practices, consistently targeting top-of-funnel traffic.
- Managed editorial calendars and content pipelines, driving team workflow efficiency improvements of 30%.
- Led client communication across content briefs, feedback cycles, and performance reporting to align content with business objectives.
- Oversaw content quality control, ensuring accuracy, SEO compliance, and brand consistency across all published material.

Engineering Internship Trainee | BRB Cable Industries · Khulna Shipyard · BSRM Steel (Bangladesh)

2021 – 2023 · On-site

- Completed industrial training across manufacturing facilities, gaining practical experience in production processes, quality assurance, technical documentation, and engineering operations.

Marketing Programmes & Event Management

Technical Workshop Programme | Eagle 3D Streaming

10 sessions · Monthly cadence · Sole owner

- Sole owner of a live monthly workshop for an international developer audience, shipped on a fixed cadence for ten consecutive months without a missed date.
- Held the whole chain in-house rather than splitting it across a team: registration page and copy, the email sequence that filled the room, speaker scheduling across time zones, Google Meet setup and live moderation, and the follow-up that turned each session into reusable content.

YouTube Podcast Programme | Eagle 3D Streaming

11 episodes · Channel grew ~700 → 1,020 subscribers

- Built a recurring interview series from a standing start: sourced and booked external guests, set the editorial angle for each episode, and ran recording schedules around speakers in different countries.
- Distributed every release through LinkedIn, email, and written blog recaps that gave each episode a second life in search, taking the channel from roughly 700 to 1,020 subscribers over the run.

Education

Bachelor of Science, Materials Science and Engineering

Khulna University of Engineering & Technology (KUET) · Feb 2019 – Mar 2024

Certifications

- Google Analytics 4 (GA4) Certification, Google
- Google Tag Manager (GTM) Certification, Google
- Content Marketing Certification, HubSpot Academy
- Affiliate Marketing Certification

Languages

- Bangla: Native Proficiency
- English: Professional Working Proficiency