

MD RAFSHAN TASHIN ESHAN

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Digital Marketing Specialist with 5+ years of experience leading SEO strategy, B2B content programmes, and multi-channel campaigns for global SaaS and tech brands across the US, Singapore, and Spain. Proven expertise in technical SEO, performance analytics, and content pipeline management using GA4, GTM, Semrush, and Google Search Console. Track record of independently managing workshops, podcast series, and freelance SEO consulting while driving organic growth and user engagement across remote, cross-functional teams.

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, blog content, and social media posts to support the platform launch.
- Built and maintain the content calendar across blog and social channels, sequenced against the keyword gap list.
- Managing organic social media across LinkedIn, X, Facebook, and Reddit.
- Supporting demand generation and sales enablement for a B2B SaaS platform serving US and European markets.

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.
- Led end-to-end marketing for 10 monthly technical workshops: landing pages, email campaigns, attendee registration, onboarding, live session coordination, and post-event follow-up.
- Produced and marketed a recurring YouTube podcast series across 11 episodes, covering guest outreach, planning, scheduling, and promotion; the channel grew from roughly 700 to 1,020 subscribers over the same period.
- 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 and link-building, managed the B2B content calendar across blog, LinkedIn, and email, and worked with developers and executive leadership to translate complex platform features into accessible technical content.

Freelance SEO Consultant | ProSkill Workforce Pte Ltd (Singapore)

May 2026 – Present · Remote

- Delivered a technical and on-page SEO audit for a Singapore staffing and WSH consultancy, identifying 40 issues across critical, moderate, and low-priority categories.
- Produced a client-facing audit report and implementation guide covering metadata, schema markup, Core Web Vitals, local SEO, and keyword strategy.
- Audited the 45-post blog library into delete, rewrite, and keep categories, resolving keyword cannibalisation across competing pages.
- Wrote 10 replacement articles on WSH regulations, Fire Certificate requirements, bizSAFE, and employment pass types, sourced against MOM, SCDF, NEA, and Singapore Statutes Online, each published with full SEO metadata, FAQ schema, internal linking, and CTAs.
- Implemented Google Analytics on a site running without any, establishing the first measurement baseline.
- Organic clicks grew 62% and impressions 60% across matched 92-day windows (806 to 1,304 clicks; 108,308 to 173,713 impressions), with average position improving from 13.13 to 12.47.
- Providing ongoing consulting on implementation priorities, content optimisation, and organic performance.

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

- Planned and managed end-to-end execution of 10 monthly technical workshops, including landing page content, email marketing campaigns, attendee registration, Google Meet onboarding, live session coordination, and post-event follow-up.
- Collaborated with internal teams to develop promotional content and ensure a seamless experience for speakers and attendees throughout the event lifecycle.

YouTube Podcast Programme | Eagle 3D Streaming

- Organised and managed the end-to-end production and marketing of a recurring technical podcast series across 11 episodes.
- Coordinated guest outreach, scheduling, and promotional campaigns across content planning and multi-platform distribution, managing speaker communications from planning through publication.

Skills

Technical SEO: Site audits, on-page SEO, entity-based SEO, semantic SEO, AI search optimisation (Google Gemini), schema markup, Core Web Vitals, migration recovery, website QA

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, email marketing, workshop planning and execution, podcast production and marketing, social media management (LinkedIn, X, Facebook, Reddit)

Tools: WordPress, HubSpot (Basic), Canva, YouTube Studio, Microsoft Excel

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