

ABU HOSAIN

SEO Expert & Digital Marketing Specialist

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PROFESSIONAL PROFILE

Results-driven SEO expert and digital marketing specialist with 7+ years of hands-on experience delivering measurable organic growth for clients across automotive, e-commerce, SaaS, and healthcare verticals. Proven track record of increasing organic traffic by 30–50%, building authoritative link profiles, and designing end-to-end content marketing strategies. Adept at technical SEO auditing, keyword architecture, schema implementation, and cross-channel campaign management. Currently building NextCarReview.com an independent, data-first automotive intelligence platform - while consulting for global brands.

PROFESSIONAL EXPERIENCE

SEO Consultant | **Orbitals.com** *2024 – Present*

- Provide strategic SEO consulting for orbitals.com, including technical audit remediation, on-page optimization, and authority building.
- Developed a structured keyword architecture and content roadmap to improve topical authority and SERP visibility.
- Implemented schema markup (JSON-LD) and Core Web Vitals improvements to enhance crawlability and rich-result eligibility.

SEO Analyst | **Cloudways** *2020 – 2022*

- Conducted comprehensive SEO audits and provided actionable recommendations for website optimization.
- Monitored and reported on KPIs via Google Analytics and Search Console to track SEO initiative performance.
- Collaborated with content teams to develop SEO-optimized articles, improving overall site performance.

Freelance SEO & Digital Marketing Consultant | **Upwork** *2018 – Present*

- Delivered thorough keyword research, competitor analysis, and on-page optimization for international clients.
- Managed social media profiles for multiple clients, driving brand awareness and community engagement.
- Developed content calendars and executed content marketing strategies across diverse industry verticals.
- Maintained transparent client communication to tailor strategies to individual business objectives.

KEY PROJECTS

NextCarReview.com — Founder & Lead SEO Strategist — *nextcarreview.com*

- Built and scaled an independent automotive intelligence platform from scratch, combining data-first editorial content with technical SEO best practices.
- Implemented comprehensive JSON-LD schema suites (Article, Review, FAQPage, BreadcrumbList) across all content categories.
- Developed custom WordPress architecture including PHP shortcodes, structured homepage layout, and a dedicated vehicle search experience.
- Achieved strong topical authority across EV, hybrid, SUV, ADAS, and off-road vehicle segments.

Metro America — SEO Strategy & Keyword Architecture — *metroamerica.com*

- Produced a full SEO strategy workbook covering master keyword lists, topical clusters, page SEO maps, schema checklists, and a phased execution plan with KPIs.
- Incorporated NYC/Manhattan geo-targeted keywords and a dedicated branded keyword cluster to capture high-intent local search traffic.
- Delivered gold-highlighted branded keyword rows and a structured 6-month content roadmap aligned to business priorities.

Herbal Papa — Organic SEO & Content Strategy — *herbalpapa.com*

- Developed and executed a targeted organic SEO strategy for a herbal and wellness e-commerce brand.
- Conducted in-depth keyword research focused on buyer-intent terms, improving product page visibility in competitive health niches.
- Optimised on-page elements, meta structures, and internal linking to improve crawl efficiency and conversion-oriented rankings.

FastCart US — E-Commerce SEO Optimisation — *fastcartus.com*

- Performed full technical SEO audit and implemented structured data, canonical tags, and page-speed improvements for a US-based e-commerce store.
- Built category-level keyword strategies to capture mid-funnel and transactional search queries.
- Managed off-page link-building outreach to increase domain authority and referral traffic.

Continuas AI — SaaS SEO & Organic Growth — *continuas.ai*

- Designed and executed an SEO growth strategy for an AI SaaS platform targeting B2B decision-makers.
- Created a topic cluster content architecture around core AI and automation keywords to build long-term topical authority.
- Delivered technical recommendations covering structured data, site architecture, and Core Web Vitals to support sustainable organic growth.

Kainat Collection — Social Media & Content Marketing — *kainatcollection.com*

- Achieved a 50% increase in social media followers within the campaign period through targeted influencer and content strategies.
- Branded hashtag campaign generated over 10,000 user-generated posts in the first week of launch.
- Secured positive testimonials from influencers and early adopters, contributing to a successful product introduction.

CORE COMPETENCIES

- Technical SEO & Auditing
- Keyword Research & Architecture
- On-Page & Off-Page SEO
- JSON-LD Schema Markup
- Google Analytics & Search Console
- Content Marketing Strategy
- WordPress Development & SEO
- Social Media Management
- E-Commerce SEO (WooCommerce)

EDUCATION

Digital Marketing | **Creative IT Institute***2022 – 2023*

Bachelor of Public Health (BPH) | **Northern University Bangladesh***2019 – 2023*

CERTIFICATIONS

- Grow Your Business with Facebook Marketing — Creative IT
- Grow Your Business with Digital Marketing — Bright Skills
- Google Analytics for Improved Marketing — Udemy

LANGUAGES

English (Professional) **Bengali** (Native) **Hindi** (Conversational) **Urdu** (Conversational)

REFERENCES

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