

Shadman Hossain

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CONTENT WRITER AND GROWTH MARKETER

Versatile marketer and creative content strategist seeking to leverage extensive experience to drive organizational growth. Committed to applying diverse skills and innovative strategies to expand prospects for businesses.

KEY COMPETENCIES

Content writing and copywriting
Writing and editing
Strategy and Planning

Media Buying (Meta ads)
Project management
Creativity and Innovation

On Page & Off Page SEO
Data-driven SEO content strategy
Communication and Collaboration

RELEVANT EXPERIENCE

BoomersHub (USA)

Oct 2022 - Present

Marketing Manager and Content Lead

- Effectively developed and executed content marketing strategies, prioritizing SEO optimization, audience engagement, and content writing.
- Applied On Page and Off Page SEO techniques to enhance website visibility and rankings.
- Managed analytics tools (GA4, GSC, AWS) to measure content performance and generate insightful reports.
- Proficiently crafted compelling email marketing content and oversaw campaigns using Listmonk and AWS.
- Additionally, maintained CMS for main and sister websites (WordPress, Strapi), ensuring seamless content delivery and strategy implementation.
- Utilized Agile methodology for project management and task prioritization.
- Mentored junior team members in content writing, social media marketing & management.

VerbaCall (AI SaaS under BoomersHub)

Oct 2024 - Present

Marketing Lead

- Leading marketing strategy, planning, and execution for a new AI-powered SaaS platform.
- Managing social media (LinkedIn) presence and engagement to drive organic lead generation.
- Oversaw UI dashboard development, collaborating with product and design teams.
- Developed launch materials and wrote copy across product, web, and promotional content.

ExpoLanka Holdings PLC

Aug 2021 - Feb 2023

Digital Marketing Consultant

- Provided guidance on various content formats such as emails, social media posts, and flyers, ensuring a unified brand voice.
- Developed lead generation-focused advertising strategies on platforms like Facebook and Instagram to meet marketing goals.
- Collaborated with teams to align content and ads with overarching business objectives.
- Helped create the first version of their business unit website.
- Consulted and collaborated with key corporate travel partners for B2B.

bti - Building Technologies & Ideas

Sep 2020 - Dec 2020

Digital Marketing Team Lead

- Led the digital marketing and web development team, overseeing social media marketing (SMM) and search engine marketing (SEM) initiatives.
- Facilitated internal communication with relevant departments and contributed to content planning strategies.
- Provided guidance to the content writing team, including basic SEO structuring, to optimize content for improved search engine visibility.

Expo Group Bangladesh

Mar 2019 - Sep 2020

Marketing Specialist

- Directed all marketing activities for Bangladesh, including content creation, media buying, and influencer marketing, while coordinating with the Sri Lanka office.
- Managed and promoted Business Unit across social media platforms, driving lead generation and engagement.
- Oversaw the creation of promotional materials and videos for holiday and corporate travels, ensuring brand consistency and effectiveness.
- Developed and executed content marketing strategies, while collaborating with internal and external stakeholders to ensure alignment with brand messaging and objectives.

Craftsman Footwear & Accessories Ltd

May 2018 - Apr 2019

Content & Social Media Marketing Consultant

- Supported content creation for website and product brochures, both offline and online.
- Contributed to content marketing initiatives, including writing and visual content, while managing social media for brand awareness and lead generation.
- Played a vital role in driving sales through strategic content creation and social media management.

Lamudi Bangladesh (Rocket Internet SE)

Jan 2018 - Jan 2019

Junior Manager of Content Marketing

- Started as a content writer, creating blog articles, magazine pieces, newsletters, and PR content while collaborating with Marketing and Sales teams for offline marketing and corporate events.
- Progressed to a Jr. Marketing Content Manager role, analyzing and developing comprehensive social media marketing strategies (online & offline) to meet present and prospective clients' needs.
- Managed content creation responsibilities including blogs, newsletters, PR material, and Property Now™ Magazine, focusing on enhancing brand visibility and engagement.
- Implemented content marketing tactics to drive audience engagement and improve search engine optimization (SEO) for better web search results.
- Organized events and collaborated with Lamudi Global to boost web visibility, specializing in real estate content creation to optimize SEO and drive traffic.

EDUCATION

Bachelor of Arts In English (Hons)

Majors: Literature

IBAIS University

Professional Diploma in Photography

Diploma: Digital Photography

Alliance Française de Dhaka

PRIMARY TOOLS

- Google Search Console, Google Analytics, Screaming Frog, Semrush, WordPress, Strapi, Listmonk, Hubspot, AI SaaS (Custom), Figma (UX/UI), Canva, Lightroom, Jira (Atlassian), Ads Manager (Meta)