

TOUHIDUL HASAN RIFAT

Digital Marketing Specialist | Performance Marketing | SEO, AEO & GEO | Google, Meta, TikTok & LinkedIn Ads

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PROFESSIONAL SUMMARY

Digital Marketing Specialist with hands-on experience in performance marketing, SEO, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), paid advertising on Google Ads, Meta Ads and LinkedIn Ads, and social media marketing for healthcare, hospitality and real estate brands. Founder & CEO of Core360 Solutions and Head of IT & Digital Marketing for a multi-specialty hospital and a property development company. Drove 2.8K website users and 36K engagement events in 6 months for a fertility centre, with Google Ads delivering 1.7K users; placed a new restaurant brand in Google's AI Overview within its first month; and built 800+ backlinks for healthcare websites. Skilled in Google Analytics 4 (GA4), Google Tag Manager, Google Search Console, SEMrush, Ahrefs, HubSpot CRM, WordPress and AI-assisted content production.

SKILLS

Digital Marketing: Digital Marketing Strategy, Performance Marketing, Lead Generation, Campaign Management, Content Marketing, Brand Awareness, Healthcare Marketing

SEO & AI Search: Search Engine Optimization (SEO): On-Page, Off-Page & Technical SEO, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), Local SEO, Google Business Profile, Keyword Research, Link Building, SEO Content Writing

Paid Advertising: Google Ads (PPC), Meta Ads (Facebook Ads & Instagram Ads), LinkedIn Ads, ChatGPT Ads, Paid Social, Campaign Optimization

Social Media & Content: Social Media Marketing (SMM), Social Media Management, Content Strategy, Content Calendar Planning, Copywriting, Reels & Short-Form Video, AI Image & Video Generation

Analytics & Reporting: Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, KPI Tracking, Data Analysis, Performance Reporting

Tools: SEMrush, Ahrefs, Moz, Meta Business Suite, HubSpot CRM, HubSpot Workflows (Marketing Automation), WordPress, Canva, Google PageSpeed Insights

Leadership & IT: Agency Leadership, Client Management, IT Management, Website Management, WordPress Development & Maintenance, Technical Troubleshooting

Soft Skills: Communication, Team Building, Problem Solving, Time Management, Organization

WORK EXPERIENCE

Head of IT & Digital Marketing Specialist | Sep 2026 – Present

Noventra Multi-Specialized Hospital | Remote

- Lead the hospital's IT function remotely, managing website operations, digital systems and technical support.
- Plan and execute SEO, AEO, GEO, social media and paid advertising campaigns to grow online visibility and patient reach.
- Track channel performance in Google Analytics 4 (GA4) and Google Search Console to guide data-driven optimization.

Head of IT & Digital Marketing Specialist | Sep 2026 – Present

Advance House & Developer Limited | Remote

- Head IT operations remotely, covering website management, digital tools and technical troubleshooting.
- Develop and run SEO, social media marketing and paid advertising campaigns to build brand awareness and generate leads.

Founder & CEO | 2026 – Present

Core360 Solutions | Dhaka, Bangladesh

- Founded and lead a digital marketing and IT agency delivering SEO, AEO, GEO, Meta Ads, Google Ads, social media management, graphic design, video editing, and web and app development.
- Define growth strategy, service packages and pricing; own client acquisition, onboarding, delivery and monthly performance reporting.
- Plan large-scale content calendars of 150–240 posts and run an AI-assisted production workflow for copy, images and video.

- Built a Google Ads Quality Score Calculator integrated with the Google PageSpeed Insights API as a lead-generation tool for the agency.

Social Media Strategist & Content Lead (Contract) | May 2026 – Jun 2026

Al-Salwa Pan-Asian Cuisine | Mohammadpur, Dhaka | Remote

- Built the restaurant's complete digital presence from zero in 31 days across Facebook, Instagram, TikTok, YouTube and Google Business Profile.
- Secured a placement in Google's AI Overview within the first month using SEO, AEO and GEO: consistent name, address and phone (NAP) data, answer-ready business descriptions and local keyword signals.
- Published 24 Facebook posts in one month (about 6 per week), including 18 food photo posts, 3 Reels and 2 promotional offer creatives with Bengali-English copy.
- Optimized the Google Business Profile for local "near me" search with 20+ photos, categories, hours and map pin, and linked delivery partners Foodpanda and Foodi.
- Designed the brand creative system (profile images, covers, banners, offer designs), launched the first paid Facebook campaign on a boosted Reel, and delivered the monthly performance report.

Digital Marketer | Feb 2026 – Aug 2026

Drobal InnovaTech Corporation | Bangladesh

Delivered digital marketing for the company and three of its healthcare sister concerns.

- **Superior A.R.T. Bangladesh (fertility centre):** Managed end-to-end SEO, Google Ads, LinkedIn Ads and social media; drove 2.8K website users and 36K engagement events in 6 months, with Google Ads delivering 1.7K users (GA4, Feb–Jul 2026).
- **Superior A.R.T. Bangladesh:** Generated 8.7K Google Search impressions and 176 organic clicks at an average position of 10.1 (Google Search Console, Feb–Jul 2026).
- **Superior A.R.T. Bangladesh:** Published 30+ SEO, AEO and GEO-optimized blog articles from a 6-month content calendar and built 300+ backlinks to strengthen domain authority.
- **PFRC:** Built 500+ backlinks in 6 months through a dedicated off-page SEO and link-building program.
- **A4 Fertility & Women Wellness Centre BD:** Created and optimized Facebook, Instagram and YouTube channels and published 50+ posts, including AI-generated videos.
- **All accounts:** Maintained daily digital marketing reports and tracked KPIs in GA4 and Google Search Console.

Website & SEO Specialist | Jan 2026 – Apr 2026

Sampreeti Bangladesh | Bangladesh

- Managed and maintained the organization's complete website, including content updates, site performance and day-to-day technical issues.
- Implemented SEO strategies to increase organic visibility, website traffic and online sales.
- Diagnosed and resolved website and operational problems and delivered project solutions.

Brand Promoter | Feb 2020 – Aug 2020

Interspeed Marketing Solutions Ltd. | Bangladesh

- Promoted client brands to consumers through on-ground brand activations and worked toward assigned targets.
- Collected customer contact information to support lead generation and follow-up.

EDUCATION

Bachelor of Laws (LL.B.) | 2023 – Present

ASA University Bangladesh, Dhaka | CGPA: 3.26 / 4.00

Higher Secondary Certificate (HSC), Science | 2021

Mohammadpur Government College, Dhaka | GPA: 4.50 / 5.00

Secondary School Certificate (SSC), Science | 2019

Dhanmondi Government Boys' High School, Dhaka | GPA: 4.28 / 5.00

CERTIFICATIONS & TRAINING

- Professional Digital Marketing, Creative IT Institute (6 months: SEO, SMM, Meta Ads) | Aug 2025 – Feb 2026
- Google Ads & Shopify SEO, Creative IT Institute | Jun 2025 – Present
- Fundamentals of Digital Marketing, UY Lab (3 months: SEO, Google AdSense) | May 2025 – Aug 2025
- After SSC English Course, Mentors' (completed with 95% marks) | Mar 2019 – May 2019
- Red Crescent Basic & First Aid Training, Bangladesh Red Crescent Society | Jul 2015

ACHIEVEMENTS & LEADERSHIP

- 1st Runner-up, Intra-University Moot Court Competition, ASA University Bangladesh
- Vice President, Law Club, ASA University Bangladesh | Jan 2026 – Present
- General Secretary, Cultural Club, Student Forum, Creative IT Institute | Oct 2025 – Present
- Program Organizer, 1st National Film & Photo Carnival, DGBHS Film & Photography Club | 2020
- Team Leader, Red Crescent Team, Disaster Fest, Dhanmondi Government Boys’ High School | 2020
- Volunteer, 1st Inter-School Science Festival, BISK Club, Dhanmondi Government Boys’ High School | 2017
- Participant, DRMC-Savlon National Science Carnival X; 1st Inter-College Science Festival | 2017

LANGUAGES

Bangla: Native | **English:** Intermediate (Duolingo English Test score: 90, June 2023)

PERSONAL INFORMATION

Date of Birth: 15 April 2002 | **Nationality:** Bangladeshi | **Marital Status:** Unmarried
Interests: Travelling, Singing, Sports

REFERENCES

Nayim Adnan, Senior Faculty (Digital Marketing), Creative IT Institute
Email: masumbella.cit@gmail.com |

SMH Nafis, Digital Marketer (Training), Creative IT Institute
Email: <mailto:smhnafris@gmail.com> |

Firoz Mahamud Khan, Head of IT, Drobal InnovaTech Corporation

DECLARATION

I hereby declare that the information provided above is true and correct to the best of my knowledge.

Touhidul Hasan Rifat