

Sanzu Mia

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WORK EXPERIENCE

Softwind Tech | Software Development and Digital Marketing Agency
Senior SEO Specialist

May 2023 - Present

(Full-time, In-house)

Led Full SEO Optimization For:

- DBL Ceramics – Achieved 1.1M impressions and 40.1K clicks within 6 months through strategic SEO implementation.
- LAXFO Electronics – Generated 253K impressions, 15.7K clicks, and improved keyword ranking with an average position of 9.2.
- Banglalink – Delivered comprehensive SEO services including website optimization, YouTube SEO, content strategy, and Google Business Profile optimization.
- Robi – Conducted technical SEO audits, implemented fixes, and enhanced overall site performance.
- Airtel – Resolved critical on-page and technical SEO issues to improve visibility and traffic growth.

Key Contributions:

- Conducted in-depth keyword research, identifying 500+ high-impact keywords to boost organic reach across multiple brands.
- Executed a multilingual SEO content strategy, driving a 50% increase in organic traffic for key clients.
- Collaborated with development and product teams to optimize site architecture, improve page speed, and ensure efficient indexing.
- Enhanced Google Business Profile visibility for multiple Bangladeshi clients, leading to higher local reach and revenue growth.

Insure Verify AI | AI-Based Insurance Platform

USA / Remote | Oct 2025 – Present

Search Engine Optimization Specialist

- Leading end-to-end SEO campaigns to improve organic visibility, keyword rankings, and qualified traffic.
- Developing data-driven SEO strategies aligned with AI and insurance industry search intent.
- Conducting keyword research, competitor analysis, and content gap analysis to identify growth opportunities.
- Optimizing on-page and technical SEO elements, including indexing, crawling, Core Web Vitals, and schema markup.
- Collaborating with content, development, and marketing teams to ensure SEO best practices across all platforms.
- Monitoring performance via Google Analytics and Search Console, providing regular reports with actionable insights.
- Enhancing conversion rates through user intent optimization and landing page improvements.
- Performing regular SEO audits and implementing fixes for technical issues and mobile usability.

- Leading the SEO team and overseeing all client SEO strategies from planning to execution.
- Responsible for SEO proposal creation, including strategy, scope, and tailored action plans for diverse industries.
- Developed custom SEO budgets aligned with client goals and campaign scopes.
- Preparing and presenting weekly/monthly SEO performance reports with data-driven insights and next-step recommendations.
- Managing internal team meetings, ensuring task delegation, performance tracking, and smooth communication.
- Handling technical SEO issues, including indexing, crawling, page speed, schema, and mobile optimization.

SEO Projects:

Lets Go Tennis – Full website SEO and blog content optimization.

Negi & Nori – Local SEO and visibility enhancement.

Abedin Tech LLC – Complete SEO strategy with content planning and keyword targeting.

- Led the full SEO strategy and provided hands-on consultancy for an Apple-focused eCommerce store.
- Achieved 12 million impressions and 385,000 organic clicks within 6 months through aggressive SEO scaling.
- Improved average keyword position to 7, increasing visibility for high-volume, competitive Apple product search terms.
- Conducted complete on-page and off-page SEO audits, including site structure, content optimization, and internal linking.
- Built and executed a backlink strategy focused on niche authority and keyword-rich anchor texts.
- Monitored performance through Google Search Console and Google Analytics, optimizing based on user behavior and CTR.
- Guided the content team with keyword-focused blog creation and product SEO descriptions.
- Coordinated technical SEO improvements in collaboration with developers (site speed, mobile usability, schema, and indexing).
- Analyzed website performance and implemented data-driven SEO strategies to optimize rankings

- Led the SEO team in planning and executing a full-scale SEO strategy for a global photo editing service.
- Successfully ranked 100+ targeted keywords on the first page of Google USA, driving highly qualified leads.
- Optimized 20+ service pages with advanced on-page SEO techniques including content structuring, metadata, and internal linking.
- Conducted technical SEO audits and fixes, improving page speed, mobile usability, and crawlability.
- Increased organic impressions, clicks, and traffic by 60–70% within 12 months.
- Managed team workflows, performance reviews, and training to ensure consistent quality and KPI delivery.
- Used tools like Google Search Console, Ahrefs, and Screaming Frog to monitor performance and guide decision-making.

Clipping World | Photo Editing Company
SEO Executive

March 2021 - September 2021

(Full-time, In-house)

- Executed off-page SEO strategies including high-quality backlink creation and guest posting to improve domain authority.
- Performed on-page SEO optimization across key service pages, ensuring proper keyword placement, meta tags, and internal linking.
- Focused on targeted keyword ranking, achieving top Google USA rankings for 10 major service page keywords within 6 months.
- Drafted and published SEO-optimized blog content to support service visibility and boost topical relevance.
- Monitored SEO performance using tools like Google Search Console and Ahrefs, and implemented improvements based on keyword movement and SERP analysis.

Freelancing Aid | SEO Service Agency
SEO Specialist

April 2015 - March 2021

Dhaka/Remote

- Managed backlink creation campaigns for client websites, ensuring link quality, relevance, and diversity.
- Supervised the backlink team, overseeing work distribution and ensuring timely, high-quality delivery.
- Implemented Tier 1, Tier 2, and Tier 3 backlink strategies, including Web 2.0 posts, article submissions, and mini site creations.
- Performed on-page SEO optimization across multiple sites, including metadata, heading structure, keyword placement, and internal linking.
- Executed technical SEO tasks, including crawl error resolution, XML sitemap management, canonical tag optimization, and site speed improvements.
- Developed effective content structure and planning strategies to support keyword targeting and improve user experience.
- Submitted SEO assets such as PDFs, PPTs, and infographics to authority sites for additional link juice.
- Built local SEO signals through classified submissions, directory listings, and local citation creation.
- Optimized and ranked Google Business Profiles (GBP) for improved visibility in local search and Google Maps.

EDUCATION

Shanto-Mariam University

Master of Business Administration

Year of Completion: 2019

Dhaka, Bangladesh

Shanto-Mariam University

Bachelor of Business Administration

Year of Completion: 2017

Dhaka, Bangladesh

SKILLS

Search Engine Optimization (SEO), Google Search Console, Google Analytics, Google My Business, Ahrefs, SEMrush, Moz, Ubersuggest, Yoast SEO, Rank Math SEO, Shopify, Content Management, Custom Website SEO Optimization, SEO Team Lead, Content Planning, Website Design Planning, Business Planning, Teamwork.

PROFESSIONAL TRAINING & CERTIFICATIONS

- Completed an extensive Digital Marketing training program at Passive Journal
- Finished Advanced SEO Course from Passive Journal