

SANZU MIA

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PROFESSIONAL SUMMARY

Results-driven SEO professional with over 10 years of experience leading end-to-end SEO strategy, technical audits, and team management across e-commerce, telecom, insurance, and digital marketing agency environments. Proven track record of driving measurable growth in organic traffic, impressions, and keyword rankings for both local and international brands, including delivering 12M+ impressions and 385K+ organic clicks for a single client within six months. Skilled at combining data-driven analysis with cross-functional collaboration to deliver sustainable, scalable SEO results.

WORK EXPERIENCE

SEO Team Lead

May 2023 – Present

Softwind Tech | Software Development & Digital Marketing Agency | Dhaka | Full-time, In-house

- **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 to 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.
- **ShareTrip** – Conducted keyword research, optimized service pages, developed ranking strategies, managed SEO blog content and publishing, and collaborated with the technical team to implement SEO improvements.
- **Yamaha BD** – Led SEO strategy and execution, improving organic visibility, keyword rankings, and overall search performance. Conducted in-depth keyword research, identifying 500+ high-impact keywords, and executed a multilingual SEO content strategy that drove a 50% increase in organic traffic for key clients. Collaborated with development and product teams to optimize site architecture and page speed, while enhancing Google Business Profile visibility for multiple Bangladeshi clients to boost local reach and revenue.

SEO Specialist

Jul 2025 – Aug 2026

Insure Verify AI | AI-Based Insurance Platform | USA / Remote

- Lead end-to-end SEO campaigns to improve organic visibility, keyword rankings, and qualified traffic.
- Develop data-driven SEO strategies aligned with AI and insurance industry search intent, including keyword research, competitor analysis, and content gap analysis.
- Optimize on-page and technical SEO elements — indexing, crawling, Core Web Vitals, and schema markup — and monitor performance via Google Analytics and Search Console.
- Enhance conversion rates through user-intent optimization and landing page improvements.

SEO Team Lead

May 2024 – Nov 2025

Abedin Tech | Digital Marketing Agency | Dhaka / Remote

- Led the SEO team and oversaw all client SEO strategies from planning to execution, including proposal creation, scope, and tailored action plans across industries.
- Developed custom SEO budgets aligned with client goals and prepared weekly/monthly performance reports with data-driven recommendations.
- Managed team meetings, task delegation, and performance tracking; handled technical SEO issues including indexing, crawling, and mobile optimization.

Key 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.

SEO Team Lead & Consultant

Dec 2022 – Aug 2024

iStock BD | E-commerce (Apple Product Seller) | Dhaka / Remote

- Led the full SEO strategy and hands-on consultancy for an Apple-focused e-commerce store, achieving 12M impressions and 385K organic clicks within 6 months.
- Improved average keyword position to 7 for high-volume, competitive search terms through on-page, off-page, and technical SEO audits.
- Built and executed a backlink strategy focused on niche authority and keyword-rich anchor text; guided the content team on keyword-focused blog and product SEO copy.
- Coordinated technical SEO improvements with developers (site speed, mobile usability, schema, indexing) using Google Search Console and Analytics.

Senior SEO Specialist

Sept 2021 – May 2023

Adept Clipping Path | Photo Editing Service Provider | Full-time, In-house

- Led the SEO team in planning and executing a full-scale strategy for a global photo editing service, ranking 100+ targeted keywords on Google USA's first page.
- Optimized 20+ service pages with advanced on-page SEO and increased organic impressions, clicks, and traffic by 60–70% within 12 months.
- Managed team workflows and performance reviews using Google Search Console, Ahrefs, and Screaming Frog.

SEO Executive

Mar 2021 – Sept 2021

Clipping World | Photo Editing Company | Full-time, In-house

- Executed off-page SEO strategies, including backlink creation and guest posting, achieving top Google USA rankings for 10 major service page keywords within 6 months.
- Performed on-page SEO optimization and published SEO-optimized blog content to support service visibility.

SEO Specialist

Apr 2015 – Mar 2021

Freelancing Aid | SEO Service Agency | Dhaka | Full-time, In-house

- Managed and supervised backlink campaigns across Tier 1–3 strategies (Web 2.0 posts, article submissions, mini sites) ensuring quality and timely delivery.
- Performed on-page and technical SEO across multiple sites, including metadata, crawl error resolution, XML sitemaps, and canonical tag optimization.
- Built local SEO signals through classified submissions, directory listings, and Google Business Profile optimization.

EDUCATION

Master of Business Administration

2019

Shanto-Mariam University, Dhaka, Bangladesh

Bachelor of Business Administration

2017

Shanto-Mariam University, Dhaka, Bangladesh

SKILLS

Search Engine Optimization (SEO) • Technical SEO Audits • Keyword Research & Strategy • Google Search Console • Google Analytics • Google My Business • Ahrefs • SEMrush • Moz • Ubersuggest • Yoast SEO • Rank Math SEO • Shopify • Content Strategy & Planning • SEO Team Leadership • Website & Business Planning

PROFESSIONAL TRAINING & CERTIFICATIONS

- Digital Marketing Training Program – Skillup
- Advanced SEO Course – Passive Journal