



Asrafik Dinar

Digital Marketer

Professional Summary:

I am a dynamic and detail-oriented Digital Marketer and WordPress Developer with a solid educational background in pharmacy. Proven expertise in creating and implementing digital marketing strategies, developing custom WordPress solutions, and optimizing web performance. Adept at combining analytical skills with creative problem-solving to drive online growth and enhance user experience.

Work Experience:

December/2023] – Present

Freelance

Digital Marketing Specialist & WordPress Developer:

- Led the development and execution of comprehensive digital marketing strategies, resulting in a significant increase in website traffic and customer engagement.
- Designed and developed custom WordPress themes and plugins to meet specific client needs.
- Managed SEO efforts, including keyword research, on-page optimization, and backlinking strategies, improving organic search rankings.
- Oversaw social media marketing campaigns, increasing followers and engagement across various platforms.
- Provided ongoing website maintenance, security updates, and performance optimizations.

Technical Skills:

- Proficient in WordPress development and customization.
- Skilled in using SEO tools such as Ahrefs, SEMrush, Moz, Screaming frog and SEOquake.
- Experienced with social media platforms and advertising tools
- Knowledgeable in Google Analytics, Google Ads, Google search console

Languages:

- English (Fluent)
- Bengali (Native)
- Hindi (conversational)

Contact

asrafikdinar@gmail.com

+8801828264470

Mirpur, Dhaka, Bangladesh,1216

Education

North South University

Bachelor of Science in Pharmacy

[January/2017] – Present

Creative IT Institute

Diploma in Digital Marketing

[August/2024] – present

Skill

- Search Engine Optimization (SEO)
- Keyword Research
- Website Audit
- SEO Setup Guideline
- Competitor Analysis
- Content Strategy
- WordPress Theme and Plugin Development.
- Website Maintenance
- On-Page SEO
- OFF-Page SEO (Nofollow & Dofollow)
- Google Search Console
- Google Analytics
- Google Business Profile
- Social Media Marketing
- youtube SEO
- Facebook Marketing
- LinkedIn Marketing
- Instagram Marketing
- Tweeter Marketing
- Email Marketing
- Video Editing (CapCut)

Certifications:

- Attend Aspire Leadership Program By Harvard University.2022
- Fundamentals of Digital Marketing By Grow with Google
- HubSpot SEO II certified By HubSpot