MD SAJIDUZZAMAN

Digital Marketer | SEO, AI Search Visibility (AEO/GEO) and PPC

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PROFESSIONAL PROFILE

Digital marketer with an MSc in Digital Marketing Communications from Manchester Metropolitan University and hands-on experience in SEO, AI search visibility (AEO/GEO) and paid search. At Grow Money Group I audited the website's user journeys and technical SEO, which led to a full site rebuild, and reduced cost per click by testing ad schedules. Earlier roles in FMCG sales and retail banking mean I am comfortable with targets, CRM data and customer conversations. Looking for a digital marketing executive role covering SEO, paid media and content.

KEY SKILLS

SEO and search: technical SEO audits, off-page SEO, link building, keyword research, site structure, competitor benchmarking, AI search optimisation (AEO/GEO)

Paid media and analytics: PPC campaign optimisation, ad scheduling tests, Google Analytics 4 (GA4), KPI reporting, Excel dashboards

Content and social media: content strategy, copywriting, SEO content briefs, Instagram and TikTok content, audience research

CRM and tools: HubSpot, Mailchimp, Salesforce CRM, ChatGPT, Claude, Gemini

WORK EXPERIENCE

Digital Marketing Apprentice (Remote) **Jul 2026 – Oct 2026**
Grow Money Group Ltd (GMG Insurance and GMG Professions), UK

- Improved AI search visibility (AEO/GEO) for GMG Professions by reworking site content and brand signals. ChatGPT, Claude and Gemini now recommend the business by name.
- Audited the website's user journeys and technical SEO, logging UX and tracking issues across devices and browsers. The prioritised roadmap that followed led to a full site rebuild.
- Reduced cost per click (CPC) on PPC campaigns by analysing performance by time of day and testing ad schedules, then moving budget to the best-performing hours.
- Ran off-page SEO and link building to raise domain authority and organic visibility.
- Benchmarked competing professional indemnity brokers on positioning, messaging and customer journey, and recommended to leadership where GMG could stand apart.
- Tracked the shift from traditional search to AI-driven search, using website analytics and market trends to recommend priorities for marketing and product.

Student Brand Ambassador and Postgraduate Content Creator **Nov 2025 – Jul 2026**
Manchester Metropolitan University, Manchester

- Created Instagram Stories and TikTok content on campus events and student life, working with the university's marketing team.
- Presented to groups of 50+ prospective students and parents at open days, adjusting the message for international students, parents and school groups.
- Gathered feedback from 200+ visitors per event and passed the insights to recruitment teams to sharpen their messaging.
- Coordinated open days and campus events with university staff and fellow ambassadors so visitors had a smooth day.

Territory Sales Officer **Jan 2025 – Jul 2025**
Abul Khair Group, Dhaka, Bangladesh

- Managed FMCG sales and distribution across 50+ retail outlets for a leading Bangladeshi conglomerate.
- Reached 120%+ of sales target within the first two months in the territory.
- Brought on 15+ new retail outlets by pitching the commercial case to shop owners and negotiating shelf space.
- Made weekly market visits to track competitor pricing, promotions and shelf share, and adjusted the territory plan to match.
- Built Excel dashboards to track sales, spot trends early and shift effort to faster-growing products.

Relationship Executive **Jul 2024 – Dec 2024**
BRAC Bank PLC, Dhaka, Bangladesh

- Managed a portfolio of 80+ retail banking clients and ranked in the top 15% of the team for product sales and customer satisfaction.
- Used customer segmentation by needs and life events to tailor recommendations for credit cards, savings and loans.
- Logged client interactions, follow-ups and the sales pipeline in a Salesforce-based CRM.
- Resolved 90%+ of customer complaints within 24 hours.

PROJECTS

Visibility Lab – AI SEO and GEO Audit Agent (personal project) **2026 – Present**

- Built an AI audit agent as a Claude plugin that runs evidence-based SEO, local SEO and AI search (GEO) audits and produces a 30/60/90-day action plan.
- Added competitor gap analysis, SEO content briefs and AI visibility checks across ChatGPT, Gemini, Perplexity and Google AI Mode, with Bangla and Banglish keyword support for South Asian audiences.

Milao – CV-to-Job Matching Web App (personal project, in development) **2026 – Present**

- Building a web app for job seekers in Bangladesh that compares a CV with a job advert and shows how closely the two match.
- Own the concept, naming and build. The app currently runs on Supabase.

EDUCATION

MSc Digital Marketing Communications **Sep 2025 – Sep 2026**
Manchester Metropolitan University, Manchester

- Dissertation: an exploratory investigation of AI marketing techniques and their influence on consumer purchase intention (qualitative research using semi-structured interviews).
- Live client brief: B2B campaign for Marshalls, covering audience research, campaign strategy and a final pitch presentation.
- Other projects: SEO project for Cambridge Audio; content strategy for a concept consumer brand; literature review on VR in hotel marketing.

Bachelor of Social Science (BSS), Journalism and Media Studies **2016 – 2021**
Jahangirnagar University, Bangladesh

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

Google Analytics Certification, Google Skillshop May 2026
Social Media for Enterprise Brands, LinkedIn Learning Jan 2026
Industry events attended: Hive26 SEO Festival and Creator Economy Live Manchester

LANGUAGES

English, Bengali, Hindi and Urdu