

## MD KAWSER AHMED KHAN JAMI

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### Professional Summary

Results-driven content marketing professional with 7+ years of experience in SEO, localization, and CMS management. Skilled in content strategy, translation, and digital campaign optimization. Currently pursuing a Master's in Economics at the University of Copenhagen.

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### Professional Experience

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#### 1. Company: Startise

**Position:** Content Marketing Executive **Duration:** November 2021–Present

- **Content Creation & Review:** Develop, review, and publish high-quality, engaging content for multiple channels, including websites, blogs, social media, email campaigns, and more.
- **Copy Editing and Proofreading:** Editing and proofreading various content to ensure content is error-free and aligns with brand guidelines.
- **SEO Optimization:** Implement SEO best practices to enhance content visibility and improve organic search rankings.
- **Paid Ads:** Run ad campaigns in Shopify to increase app installations. Support campaign execution on META and Google Ads by creating ad copy, assisting with creatives and landing pages, and conducting keyword research to align PPC campaigns.
- **Campaign Management:** Plan, and execute marketing campaigns, ensuring they align with overall marketing goals and deliver measurable results.
- **Market Research:** Research industry trends, competitors, and market developments to suggest new product features & improvements.
- **Partnership Management:** Identify partnership opportunities, assess and onboard affiliate partners, and foster collaboration.
- **Case Study Creation:** Work with users to compose case studies showcasing the impact of various products.
- **Project Management:** Supervise various projects in accordance with the assigned tasks.
- **Design Review:** Evaluate creatives, application and feature designs, website layouts, etc., with a marketing perspective.
- **Email Marketing:** Plan, write, and review email content and use email marketing software to launch a campaign.
- **Customer Support:** Reply to common customer queries and marketing-related tickets in the Facebook Community and Support portal.
- **YouTube Channel Manager:** Review video and description, optimize video for search results, schedule and maintain publish calendar.

#### 2. Company: TubeOnAI LLC

**Position:** Marketing Consultant (Part-time) **Duration:** January 2024– August 2024

- **Plan Marketing Campaigns:** Plan marketing campaigns and assign relevant tasks to people.
- **Influencer Marketing:** Onboard influencers with the given budget and make partnerships.
- **Email Marketing:** Plan, write, and review email content and use email marketing software to launch a campaign.

3. **Company:** TechPlus UK

**Position:** Content Writer (Part-time) **Duration:** November 2018–November 2019

- **Content Creation:** Research, write & publish high-quality, original content for diverse mediums such as blogs, articles, social media, website copy, and more.
- **SEO Optimization:** Apply SEO strategies to enhance content visibility and improve search engine rankings.
- **Editing and Proofreading:** Review and proofread blogs to ensure accuracy.
- **Staff Management:** Oversee and assign tasks to team members.

## Education

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### Masters in Social Science

University of Copenhagen - September 2024 Session

Subject: Economics

Result: Yet to publish

### Bachelor in Social Science

National University of Bangladesh - 2015 – 2019 Session

Subject: Economics

Result: CGPA 2.95 (Out of 4)

## Technical Skills

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- **SEO & Analytics:** Google Analytics, Google Search Console, Semrush, Google Keyword Planner, Ahrefs, SparkToro, Google Tag Manager.
- **Paid Marketing:** Google Ads, Meta Ads, Shopify Ads
- **Photo Editing & Creatives:** Canva, Adobe Photoshop, Figma.
- **Content Management:** WordPress, Shopify.
- **Data Analysis & Visualization:** MS Excel, Google Sheets, R, Stata, Python
- **Presentation:** MS PowerPoint, Google Slides.
- **Marketing Automation:** Mailchimp, FluentCRM, Instantly, GoZen Growth,
- **CRM:** Hubspot, Salesforce

## Soft Skills

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Research Skills, Critical Thinking, Communication Skills, Problem-Solving, Time Management, Adaptability, Teamwork, Leadership, Attention to Detail, Conflict Resolution, Networking, Presentation Skills, Emotional Intelligence, Project Management, Organisation, and Creativity.

## Certificates

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- Digital Advertising — HubSpot Academy (2025)
- AI SEO Mastery (Local SEO) — Caleb Ulku (2025)
- Crafting a Winning SEO Strategy: A Guide for In-House Marketers — Semrush (Aug 2024)
- SEO Principles: An Essential Guide for Beginners — Semrush (Aug 2024)
- Professionalism & Business Communication — BITM (Aug 2022)
- Content Marketing — HubSpot Academy (Apr 2022)