

Moumita Islam

3150 Golden Orchard Drv, Mississauga, Ontario | +12265061157 | moumitaislam257@gmail.com | [Linkedin](#) | [Portfolio](#)

DIGITAL MARKETING SPECIALIST | SEO & CONTENT STRATEGIST

With 1 year of academic training in digital marketing management and over 2 years of experience in content creation and SEO, I craft compelling stories that form the backbone of effective digital campaigns. By combining data insights with creative storytelling, I develop content that engages audiences, drives action, and supports business growth.

TECHNICAL SKILLS

SEO Tools: SEMrush, Ahrefs, Google Keyword Planner, Yoast SEO, Google Search Console

Content Copy & Video Creation: Canva, Loom, CapCut, Adobe Creative Suite

Social Media Management: Hootsuite, Trello, Meta Business Suite

Web & Email Platforms: WordPress, Shopify, Mailchimp, HubSpot, Salesforce

Analytics, Research & Content Writing: Microsoft Office Suite (Word, Excel, PowerPoint), Google Analytics 4, Hotjar, Think with Google, Notion, Figma, Statista

CORE COMPETENCIES

Effective cross-cultural communication | Data-driven problem analysis | Collaborative team player | Organized project execution | Consistently meets deadlines | In-depth research and precise editing | High emotional awareness | Creative idea development | Motivational leadership | Efficient multitasking | Fluent in English and Bengali

EXPERIENCE

Digital Marketing Intern

[Guhuza.com](#) & [TorontoJobs.ca](#)

Mississauga, Ontario, Canada

May, 2025 - Present

- Edit 10+ short-form videos per month, boosting social engagement by 20% in 4 weeks using CapCut, Loom, and Adobe
- Schedule content calendars and operate Reddit, achieving 100% on-time posts and driving new website traffic
- Optimize 5+ weekly social posts using Hootsuite and platform insights, delivering reports to refine content strategy based on reach, engagement, and CTR.

Customer Service Representative

HGS, Canada

Mississauga, Ontario, Canada

July, 2022 - March, 2024

- Resolved 75% of 200+ monthly inquiries on first contact, reducing follow-ups and improving customer satisfaction
- Undertook 160 hours of structured training in CRM systems, technical support, and customer service protocols to ensure service readiness

Content Writer (Freelancer)

Webson Job

San Jose, California, USA

July, 2020 - June, 2022

(Started as part-time alongside academic role)

- Authored and optimized 200+ high-impact articles, catalyzing a 30% surge in website engagement
- Spearheaded keyword research and coordinated with 10+ editors and designers, driving a 15% lift in organic traffic through strategic content initiatives

Lecturer in English

Daffodil International University

Dhaka, Bangladesh

January, 2020 - June, 2020

- Designed and delivered TESOL lessons to 500+ students, improving exam performance by 20% through interactive Zoom sessions and personalized instruction
- Digitized 100+ ESL modules and quizzes on Blackboard, enhancing test readiness and boosting student confidence

PROJECTS

Guhuza: Webinar Promotion & Email Marketing

- Executed email marketing campaigns reaching 500+ subscribers, driving 150+ webinar registrations and broadening audience reach
- Coordinated webinar promotion and post-event follow-ups, increasing overall engagement by 25% across email and social platforms

Starter Kill – Automotive Marketing Strategy

- Devised a 12-month B2B/B2C marketing plan, projecting 18.5% conversion growth through audience analysis and channel strategy
- Allocated a \$10K omnichannel budget across SEO, LinkedIn, YouTube, and Paid Social, aligning efforts with measurable KPIs

Ellaro Jewelry– Shopify Website & Digital Growth Plan

- Built a Shopify site in 4 weeks for a founder-led jewelry brand, enhancing UX and SEO
- Crafted a 6-month influencer and social media marketing strategy to drive 25% traffic growth within budget

Iqbal Foods – SEO Strategy for Niche Grocery Market

- Conducted a 4-week SEO audit and content plan targeting South Asian grocery keywords.
- Proposed metadata fixes, content clusters, and internal links aimed at a 20% organic traffic increase in 3 months.

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EDUCATION/TRAINING

Post-Graduate Diploma in Marketing Management, Digital Media

George Brown College

Toronto, Ontario, Canada
September, 2024- August, 2025(expected completion date)

- **Relevant courses:** Content Marketing, Social Media Marketing, Paid Marketing, Owned Marketing, Search Marketing, Omnichannel Marketing, Strategic Marketing, and Business English
- Received the Dean's list for academic excellence through completed semesters

Master of Arts in English Literature

Rajshahi University

Rajshahi, Bangladesh
April, 2017 - January, 2018

- **Relevant courses:** Literary Theories, Translation Studies, Advanced Writing, Business English

Bachelor of Arts in English

Rajshahi University

Rajshahi, Bangladesh
January, 2012 - March, 2017

- **Relevant courses:** Communication and Media studies, Technical Writing

PROFESSIONAL DEVELOPMENT/CERTIFICATIONS

- 168-Hour Hybrid TESL Certification, *Ontesol*, August, 2024
- Google Search Ads Certificate, *Google Skillshop*, October, 2024
- Define Your audience, *Meta*, October, 2024
- Google Ads Display Certification, *Google Skillshop*, November, 2024
- Content marketing certificate, *Hubspot Academy*, January, 2025
- Get Started with Google Analytics, *Google Skillshop*, February, 2025
- Stukent Digital Marketing Analytics Simternship, *Stukent*, March, 2025
- Email Marketing certificate, *Hubspot Academy*, March, 2025
- Stukent Social Media Marketing Simternship, *Stukent*, April, 2025

VOLUNTEER EXPERIENCE

Research Assistant – Volunteer

Rajshahi University

Rajshahi, Bangladesh
June, 2020 - December, 2020

(Started as part-time alongside Freelancing)

- Produced 10+ presentations and manuscripts under faculty supervision, ensuring research accuracy
- Facilitated documentation and collaboration with 5+ faculty and students, meeting all project deadlines and quality standards

Volunteer ESL Instructor

English Language Learners In-Home Program

Washington, USA
August, 2022 - Present

(Started as part-time alongside a full-time job)

- Elevated communication skills of 30+ learners by tailoring lessons to their speaking, listening, reading, and writing needs
- Created and refined interactive activities and lesson plans, boosting learner confidence and engagement

HOBBIES AND INTERESTS

Social Media Content Creation

- Compose engaging, trend-aware creatives and copy that educate, entertain, and foster online communities
- Generate content across LinkedIn and Instagram (@moumi_media)

Blogging: moumismerryland.com

- Maintain a personal blog focused on self-growth and storytelling, integrating SEO and digital strategy