



Akhia Khanam Akhi

Digital Marketer

SUMMARY

Results-oriented digital marketing specialist with years of experience in SEO, PPC, content creation, and campaign analysis. Expertise in Google products, MS Office tools, and keyword research. Proficient in German and English.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING SPECIALIST(REMOTE)

Jan, 2023 – Today

Tech Lancers Den (TLD),Bangladesh

- Complete onsite and offsite SEO tasks Adhering to best practice guidelines.
- Implementation of paid search, PPC, and SEO strategies/campaigns.
- Demonstrated experience in creating content, including written and visual materials.
- Generate reports using Google products(e.g. Google Ads, Google Analytics, Google Search Console, Google Tag Manager, and Google My Business).
- Proficiency in using content management systems(CMS),with a particular focus on WordPress. Measures and reports on the performance of all digital Marketing campaigns and evaluates them against goals (ROI and KPIs).

EXECUTIVE IN LOGISTIC

July, 2019– Dec, 2022

OpticVentures GmbH, Hamburg

- Record, file, and control inventory management, ensuring accuracy an countability for stock.
- Ensure delivery requirements, and processing orders for customers and third party orders through Plenty Markets and eBay.
- Select, prepare, and send off materials for shipment as quickly as possible for customer satisfaction.

INTERNSHIP/ WORKING STUDENT

Jan, 2017–Jun, 2019

KBI Kontor Business International GmbH, Hamburg

- The process of order processing at Plenty markets and eBay, including selection and materials preparation.
- Maintaining materials and making adjustments as needed.
- Receipt of orders and maintaining inventory control
- The process of receiving return orders.

RELEVANT PROJECTS

CAPSTONE PROJECT - DIGITAL DEEPER

June -Nov 2023

Content Marketing- Green Gatherings

- Created landing page for my Digital deeper brand using wordpress and designed the images using Canva.
- Published a blog post aligned with buyer persona and content marketing campaign goals.

SEO & Email Marketing- Green Gatherings

- Achieved and analyzed On-page and Off-page SEO for my project landing page.
- Launched E-mail marketing campaign with a series of educational E-mails using Mailchimp automations.

Social Media Branding & Performance Marketing- One Health

- Created Facebook Ads and Google Ads for One Health Project.
- Analyzed the Ad performance and generated the Insights and also optimized the performance of A/B testing.

Multi Channel Marketing & Analytics- Inclusive Tomorrow

- Analyzed the metrics for each stage of funnel stage and documented ethical guidelines for a brand Inclusive Tomorrow marketing team.
- Conducted correlation analysis to describe the relationship between different marketing channels and Interpreted the correlations to evaluate how different channels impacted each other's performance.

CONTACT

-  Hamburg, Germany
(Open to Relocation)
-  khanam.akhia@gmail.com
-  [linkedin.com/in/akhia-khanam/](https://www.linkedin.com/in/akhia-khanam/)
-  <https://akhiakhanam.com>

SKILLS

Data – Driven Marketing
Content Marketing
Social Media Branding
Search engine optimization (SEO)
Pay-per-click (PPC)
Email marketing
Analytics and Reporting
Marketing Automation
Digital Strategy
Multi-Channel Marketing
Performance Marketing

TOOLS

MailChimp
SEMrush
Canva
WordPress
Radaar
Google Analytics
Google Ads
Facebook Ads
MS Office

LANGUAGE SKILLS

Bangla : Mother Tongue
German: B1
English :C1

EDUCATION

DIGITAL MARKETING PROGRAM Nov, 2023
Career-foundry, Germany

**MASTERS IN INTERNATIONAL BUSINESS
ADMINISTRATION & FOREIGN TRADE** Aug, 2019
Hochschule Worms, Germany

**BACHELOR OF BUSINESS ADMINISTRATION
Marketing** Aug, 2010
National University, Bangladesh