

TANVIR RIAN

Brand Marketing Specialist | Digital Marketing Strategist | Web Growth Expert

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PROFESSIONAL SUMMARY

Results-driven Brand Marketing Specialist and Digital Growth Strategist with 5+ years of experience building revenue-focused digital ecosystems for global brands. Proven expertise in brand positioning, performance marketing, SEO authority building, and high-conversion web experiences. Specialized in transforming online presence into measurable business growth through strategic marketing campaigns, organic traffic systems, conversion funnels, and audience-building content strategies. Experienced in managing multi-channel marketing operations for international clients across eCommerce, health products, affiliate businesses, and personal brands. Known for combining technical web expertise with modern marketing psychology to build scalable, high-impact digital assets that convert attention into revenue.

CORE COMPETENCIES

- Brand Marketing & Positioning Strategy
- Digital Marketing Campaign Management
- Search Engine Optimization (On-Page, Off-Page, Technical SEO)
- Conversion Funnel & Landing Page Strategy
- Website Design, Development & Optimization (WordPress & Shopify)
- Social Media Growth & Authority Building
- Content Strategy & Short-Form Video Marketing
- E-commerce Growth Systems & Sales Funnels
- Affiliate Marketing Ecosystems
- Organic Traffic Acquisition
- Performance Analytics & Growth Optimization
- Website Management & Technical Maintenance

PROFESSIONAL EXPERIENCE

Digital Marketing & Web Development Specialist — Leadnicely Marketing Agency (Remote) | 2023 – 2025

- Led digital marketing and brand growth initiatives for international clients
- Designed and developed conversion-focused websites aligned with brand goals
- Created high-converting landing pages for product and campaign launches

- Built and optimized complete marketing funnels for digital product ecosystems
- Executed SEO frameworks that significantly increased organic search traffic
- Developed content and social strategies that increased engagement by up to 150%
- Managed multiple concurrent client projects while maintaining quality and timelines

Freelance Brand Marketing Specialist & Web Developer — Remote | 2020 – Present

- Completed 20+ full-scale web and marketing projects across diverse industries
- Designed and launched affiliate marketing websites generating recurring revenue
- Built scalable eCommerce platforms focused on product sales growth
- Created 50+ high-converting landing pages for paid and organic campaigns
- Implemented advanced SEO strategies achieving multiple first-page Google rankings
- Strengthened brand visibility and digital authority for international clients

SELECTED RESULTS & PERFORMANCE HIGHLIGHTS

- Ranked pbxzeolite.com on top Google positions, generating 2,000+ product sales since 2023
- Built conversion-focused affiliate website ecosystems
- Scaled multiple brands using strategic content distribution systems
- Produced viral short-form video content for audience growth and engagement
- Developed sales-driven digital assets for product and service businesses

NOTABLE PROJECTS

- pbxzeolite.com
- shop.thenetworknurse.com
- leavelupwithtina.com
- mylifesparkles.com
- makekidshealthyagain.com
- mbbch.com
- b4aconference.com
- youniquelyarranged.com
- vibemedx.com
- ruggable.com
- mirrormate.com
- skullbliss.com
- letterfolk.com

- burrow.com
- bitetoothpastebits.com
- prose.com
- ritual.com
- kohapet.com
- smalls.com
- allbirds.com
- nuggetcomfort.com

EDUCATION

Bachelor of Science in Computer Science & Engineering (CSE) | 2019 – 2023

TECHNICAL SKILLS

- WordPress Development
- Shopify Store Development
- Technical SEO Implementation
- Google Search Console & Performance Monitoring
- Website Speed & UX Optimization
- Landing Page Builders & Funnel Platforms
- Short-Form Video Editing (Reels, Shorts, TikTok)
- Content Management Systems

LANGUAGES

- English — Fluent
- Bangla — Fluent
- Hindi — Fluent
- German — Basic

REFERENCE

Alan Newell | 6-Figure Online Entrepreneur | +1 (704) 232-3833 | walannewell@gmail.com