

Digital Marketing Specialist Portfolio – Shahbaj Alam Mondal

Shahbaj Alam Mondal: Digital marketing specialist with 6+ years in SEO and social media. Remote work experience across USA, Canada, Australia, Africa, KSA, UAE, and India since 2017.



by **Shahbaj Alam Mondal**





Professional Overview

1

Experience

6+ years in SEO, Performance Marketing and social media marketing since 2017.

2

Expertise

SEO, social media strategies, performance marketing, and media buying.

3

Platforms

3+ years with Facebook Ads, Google Ads, and Instagram Ads.



Core Skills & Expertise

1 Global Marketing Strategy

Tailored campaigns for USA, Canada, and international markets.

2 SEO Mastery

6+ years optimizing keywords, content, and technical aspects.

3 Social Media Marketing

6+ years building strategies for major platforms.

4 Performance Marketing

3+ years running paid campaigns, focusing on ROAS optimization.

Web page	Tracking status	Tags	All conv.	All conv. value
Thank you ✓	No recent conversions	1	0.00	0.00
Products limited	No recent conversions	1	12.00	0.00
Products	No recent conversions	1	495.00	0.00
Contact	No recent conversions	1	300.00	0.00
Home	No recent conversions	1	4,342.00	0.00
Services	No recent conversions	1	321.00	0.00
Home	No recent conversions	1	382.00	0.00
Home	No recent conversions	1	2.00	0.00
Thank you ✓	No recent conversions	1	0.00	0.00
Our products	No recent conversions	2	50.00	0.00

Project: Google Ads for Parle Franchise

Website: <https://www.parleagro.com/international-business>

Objective

Promote Parle franchise in USA, drive foot traffic and sales.

Strategy

Localized keywords, optimized ad copies, A/B testing.

Results

20% increase in store visits, 35% boost in online orders.

Platform	Results	Reach	Impressions	Cost per result	Amount spent	Frequency	Post comments	Post reactions	Post shares
Facebook	383 On-Facebook leads	38,116	76,966	₹124.20 On-Facebook leads	₹47,567.04	2.02	10	121	3
Instagram	409 On-Facebook leads	51,296	84,408	₹94.03 On-Facebook leads	₹38,457.36	1.65	5	422	58
Total results 2/2 rows displayed	792 On-Facebook leads	86,694 Accounts Centre ...	161,374 Total	₹108.61 On-Facebook leads	₹86,021.01 Total Spent	1.86 Per Accounts Centre a...	15 Total	543 Total	61 Total

Project: Facebook/Instagram Ads for Cputek

Cputek Facebook Page: <https://www.facebook.com/cputekofficial>

Cputek Instagram Page: <https://www.instagram.com/cputek>

1

Objective

Increase brand awareness and generate leads for animation services.

2

Strategy

Engaging ad creatives and audience-specific campaigns.

3

Results

40% increase in lead generation, 50% improvement in brand engagement.



Project: YouTube Campaign for Kids Channel

Youtube Channel: <https://www.youtube.com/@nanikikahani6526>

Objective

Grow views and subscriptions for new kids' YouTube channel.

Strategy

Targeted YouTube Ads for parents and children interested in educational content.

Results

Increased views by 150,000 and subscriptions by 1,200 in 2 months.

		25,798	33,702	14,960	8s	0.58	4.07	55.61%	44.3
	Total	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	Av
1	Direct	11,896	15,250	6,520	11s	0.55	4.29	57.25%	42.7
2	Organic Search	5,752	7,562	4,521	11s	0.79	4.14	40.21%	59.7
3	Referral	6,369	8,157	2,568	0s	0.40	3.66	68.52%	31.4
4	Organic Social	1,488	1,963	685	0s	0.46	3.68	65.1%	34

Project: SEO for Bluelupin Technologies

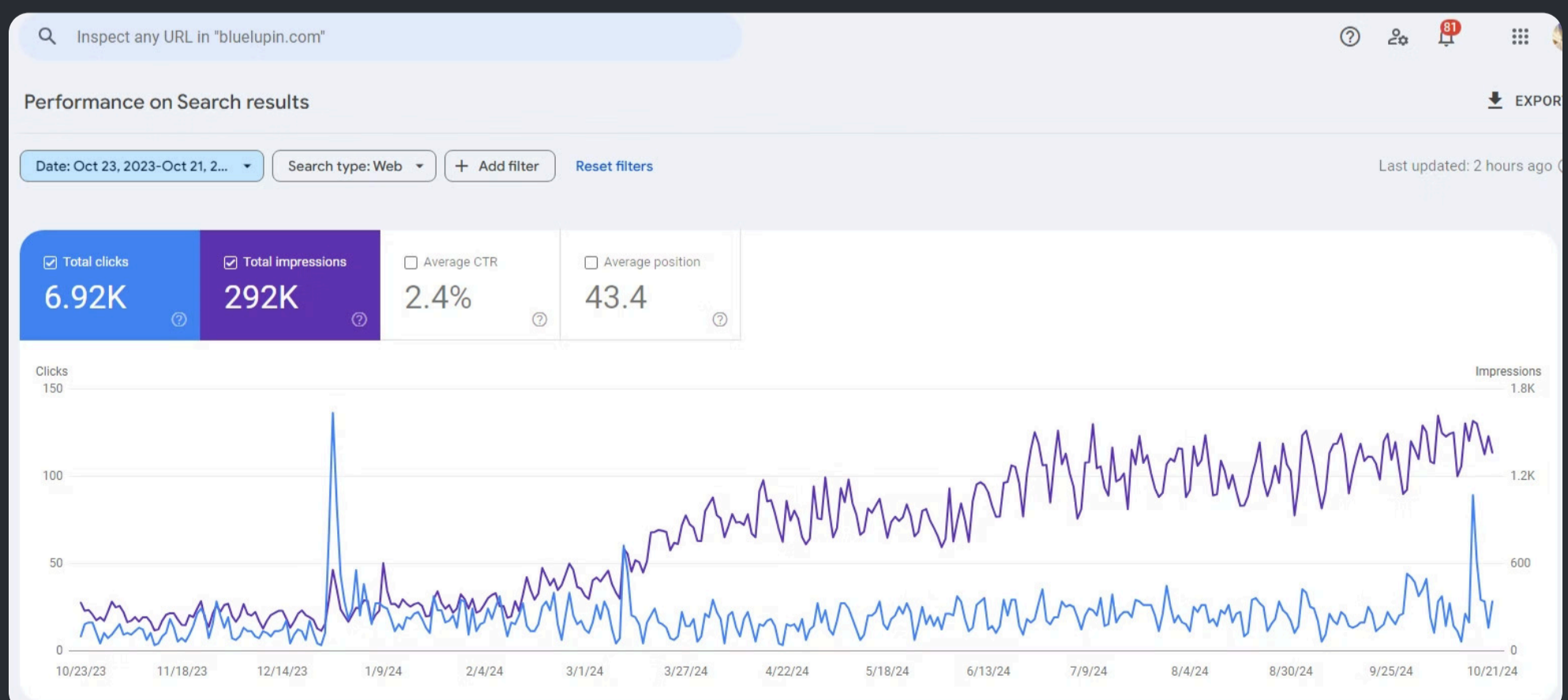
Website: <https://bluelupin.com>

- Objective**
 Improve organic rankings and traffic in U.S. market.
- Strategy**
 Technical SEO audit, site structure optimization, comprehensive keyword strategy.
- Results**
 45% boost in organic traffic, improved SERP rankings in 9 months.

SERP Ranking Keyword Tracking:

	30/03/2024	15/04/2024	02/05/2024	16/05/2024	31/05/2024	15/06/2024	31/06/2024	01/08/2024	15/08/2024	21/08/2024	02/09/24	01/10/24
Local Keywords:	Position	Page	Position	Position	Position	Position	Position	Position	Position	Position	Position	Position
web design company in noida	-	-	-	27	26	20	25	25	Page 3	Page 2	Page 3	Page 4
software development company noida	-	https://blog.bluelupin.com/top-web-development-companies-in-noida-for-2024/	-	42	58	29	35	15	Page 2	Page 3	Page 4	Page 6
best web development company in noida	-	https://blog.bluelupin.com/top-web-development-companies-in-noida-for-2024/	-	-	62	55	60	57	Page 10	-	Page 10	Page 11
best web design company in noida	-	https://blog.bluelupin.com/top-web-development-companies-in-noida-for-2024/	-	38	40	29	29	20	Page 2	Page 3	Page 4	Page 5
top web development companies in noida	-	https://blog.bluelupin.com/top-web-development-companies-in-noida-for-2024/	-	55	60	29	34	21	Page 3	Page 3	Page 5	Page 4
top website development companies in noida	-	https://blog.bluelupin.com/top-20-website-design-companies-in-new-delhi/	-	58	65	65	70	67	Page 9	-	-	-
website design company in new delhi	-	-	-	-	-	19	24	33	Page 4	Page 4	-	Page 6
software company in delhi	-	https://blog.bluelupin.com/top-20-mobile-application-development-companies-in-noida/	-	33	47	40	37	42	Page 4	Page 6	Page 7	Page 7
web development company in delhi ncr	-	https://blog.bluelupin.com/top-20-mobile-application-development-companies-in-noida/	-	35	50	45	37	46	Page 4	Page 5	Page 6	Page 7
mobile application development companies in noida	-	https://blog.bluelupin.com/top-20-mobile-application-development-companies-in-noida/	-	29	35	32	29	30	Page 3	Page 5	Page 7	Page 6
mobile app development companies in noida	-	-	-	-	-	-	39	53	Page 6	-	-	-
mobile development companies in noida	-	-	-	-	-	-	-	-	-	-	-	-
mobile app development company in delhi ncr	-	-	-	-	-	-	-	-	-	-	-	-

Performance Result pf SEO for 1 Year:





+1 425 866 9090
WWW.TALKINGCHALKS.COM

TalkingChalks

655 likes • 690 followers

Posts About Photos Videos

Project: Social Media for TalkingChalks (USA)

Facebook: <https://www.linkedin.com/company/talkingchalks>

Instagram: <https://www.instagram.com/talking.chalks>



Content Creation

Engaging posts and scheduled content for nursery school.



Targeted Campaigns

Facebook and Instagram ads focused on school's unique offerings.



Results

30% increase in followers, 25% more enrollment inquiries.

Sample Works:



Health Brands Social Media Marketing

Brand	Strategy	Result
Raphacure	Content calendars	Increased engagement
HBOT	Paid campaigns	Improved lead generation
Femine Glam	Influencer partnerships	Higher customer interaction



Facebook Page: <https://www.facebook.com/raphacure.healthcare>

Instagram Page: <https://www.instagram.com/raphacure>

RaphaCure
DISCOVER WELLNESS

Bringing healthcare to every fingertip

Your Health is our Priority

+91 9555166000
raphacure.com
wellness@raphacure.com

Edit cover photo

raphacure
Edit Facebook Page | Edit Instagram profile

Facebook followers: 2.8K
Instagram followers: 4.7K

Create Post | Create ad | Create Reel | Create Story | More

Sample Works:

FIND YOUR HAPPINESS NOW.
Discover the key to happiness

1. Decide to Ask for Help.
2. Choose your friendly Counselors at www.raphacure.com.
3. Book a schedule.
4. Get clarity.
5. Be Happy.

wellness@raphacure.com
<https://www.raphacure.com>

Why Choose Home Health Care?

- Personal Care Assistance
- Medical Care
- Remote Patient Monitoring
- Trusted Paramedic
- Reduced Stress

REGISTER NOW

For Access to Quality Care Connect with us

WELLNESS@RAPHACURE.COM
WWW.RAPHACURE.COM

Ditch the waiting room and Embrace Digital Healthcare

Anywhere Access to Quality Care is just a click away!

www.raphacure.com
wellness@raphacure.com

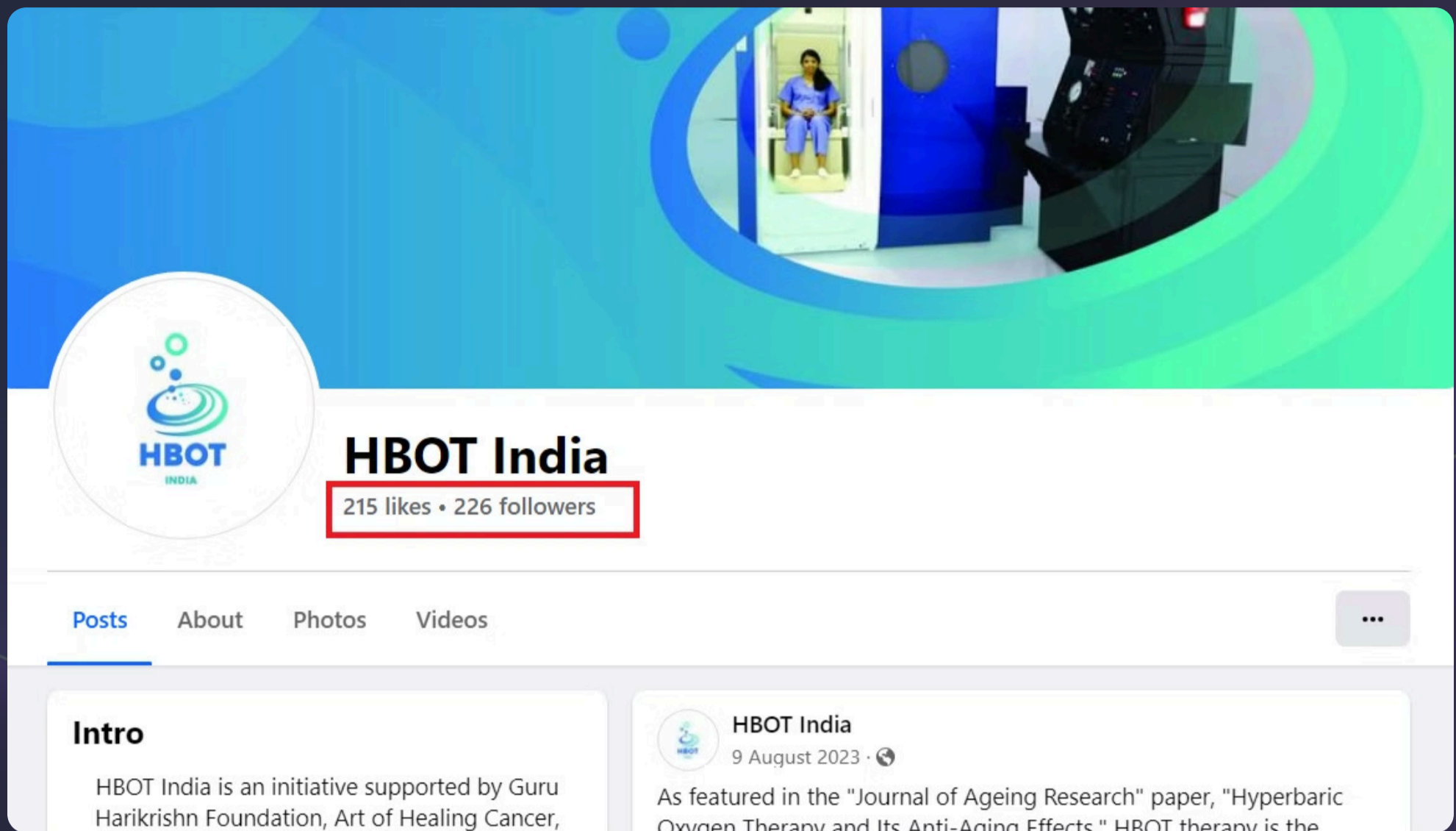
24 HOURS

LOOK AT SHEETAL'S ROCKING THEIR YOGA POSE! FEELING INSPIRED TO SHARE YOURS TOO?

Join the #RaphaYogaSeshiHoga challenge and win free yoga sessions!

Facebook Page: <https://www.facebook.com/HBOTindia>

Instagram Page: <https://www.instagram.com/hbotindia>



The image shows the Facebook profile page for HBOT India. The cover photo features a woman sitting inside a hyperbaric oxygen chamber. The profile picture is the HBOT India logo. The name 'HBOT India' is displayed in bold, with a red box around the follower count '215 likes • 226 followers'. The navigation tabs include 'Posts', 'About', 'Photos', and 'Videos'. The 'Intro' section states: 'HBOT India is an initiative supported by Guru Harikrishn Foundation, Art of Healing Cancer, ...'. A post from 9 August 2023 is visible, mentioning a feature in the 'Journal of Ageing Research'.

Sample Works:



A grid of six sample works for HBOT India, each featuring the logo and website URL (www.hbot-india.com) in the top right corner. The works are:

- Role of Hyperbaric Oxygen Therapy (HBOT) in Migraine:** A woman holding her head in pain with a red glow on her forehead.
- Role of Hyperbaric Oxygen Therapy (HBOT) in Sport Injuries:** A person's knee being massaged, with a red glow on the joint.
- How Hyperbaric Oxygen Therapy (HBOT) can help with Alzheimer's disease?:** A hand holding a glowing brain.
- Role of Hyperbaric Oxygen Therapy (HBOT) in Depression:** A person sitting in a chair, looking down in a dark, moody setting.
- Role of Hyperbaric Oxygen Therapy (HBOT) in Dementia:** A silhouette of a head with puzzle pieces on top.
- HAPPY Gurupurab:** A celebratory graphic with the HBOT India logo, the text 'Wishes you a very HAPPY Gurupurab', and a stylized portrait of a man.

Facebook Page: <https://www.facebook.com/Femineglam1>

Instagram Page: <https://www.instagram.com/femineglam>

Femine glam
Edit Facebook Page | Edit Instagram profile

Facebook followers: 1.3K | Instagram followers: 524

Create Post | Create ad | Create Reel | Create Story | More

To-do list

Sample Works:

Allow YOUR BODY TO EXPLORE FREEDOM

Fall in LOVE With Your WORKOUT Again
Draw your attention towards Exclusive range of **SPORTS BRA**
Super Comfy & Super Fit

Style meets a new Space

Double the Comfort Double the Satisfaction
love you

Pretty Lingerie
Made it all BETTER

Easy-fit Comfortable
Nightdress in soft fabrics
N STYLE NIGHTIES & NIGHT WEARS

For More Info Visit www.femineglam.com

Certifications



Certifications

Google Ads, HubSpot Email Marketing, Advanced AI Tools certified.

Client Feedback

"Shahbaj's expertise helped us scale our business quickly." - Parle Franchise Owner, USA



Client Testimonials

"Shahbaj's expertise in performance marketing helped us scale our business quickly. His ability to optimize our campaigns and generate quality leads was invaluable."

— **Testimonial from a Parle Franchise Owner, USA**

"Shahbaj has been instrumental in managing our social media channels and helping us grow both our brand visibility and engagement."

— **Testimonial from the Founder of TalkingChalks, USA**

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