Shoaib Santo

Head of Digital Marketing · Technical SEO, Analytics and AI Automation

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PROFILE

Digital marketing lead with six years in SEO, analytics and automation. I head digital marketing at Khan IT and build Google Tag Manager and GA4 implementations for Wunderman Thompson Studios Dhaka. I combine technical SEO and AI search visibility with hands-on Python, n8n and full-stack skills, so recommendations ship as working implementations. Open to senior roles and relocation.

CORE SKILLS

Search	Technical SEO, semantic SEO, GEO and AEO, schema (JSON-LD), Core Web Vitals, site migrations, e-commerce SEO, ASO
Analytics	GA4, Google Tag Manager, server-side GTM, Meta Pixel and Conversions API, Search Console, Looker Studio, SQL
Automation	Python, n8n, FastAPI, Django, React, Next.js, Express.js, Docker, Cloudflare Workers, Supabase
AI	Claude, OpenAI, Gemini, AI agents, RAG, prompt design

EXPERIENCE

Head of Digital Marketing
Feb 2025 - Present

Khan IT · Dhaka, Bangladesh

- Lead SEO, paid media and analytics for agency clients including Walton, HATIL and Pet Zone BD.
- Own strategy, delivery and client reporting across all accounts.
- Build automation with n8n, Python and AI agents for reporting and content operations.

GTM Developer (contract)
Feb 2023 - Present

Wunderman Thompson Studios Dhaka

- Build and maintain Google Tag Manager and GA4 implementations for international brand accounts.
- Set up event tracking, Meta Pixel and Conversions API, and check data quality.

Project Manager
Jan 2021 - Feb 2025

Khan IT · Dhaka, Bangladesh

- Managed end-to-end SEO and digital marketing delivery across multiple client accounts.
- Walton: organic traffic up 164% in six months, from 201,600 to 532,321 monthly visitors.
- HATIL: position 2 on Google for "furniture" in Bangladesh within three months.
- Pet Zone BD: organic sessions up 1,454% over two years, from 802 to 12,459 a month.

Senior Executive, SEO
Dec 2020 - Apr 2021

VISER X · Dhaka, Bangladesh

- Executed SEO campaigns for agency clients.

ASO Specialist (freelance)
Nov 2020 - Present

NapTech Labs

- App Store Optimization for mobile apps and games.

SEO Executive
Jul 2020 - Dec 2020

Khan IT · Dhaka, Bangladesh

- Keyword research, content optimization and site audits. Promoted to Project Manager after six months.

PROJECTS

BAYAuth · bayauth.com
A zero-knowledge TOTP authenticator vault, designed and built on Next.js, Cloudflare Workers and Supabase.

SEO toolkit · shoaibsanto.com
Five free tools: status-code checker, robots.txt tester, sitemap analyzer, TF-IDF analyzer and word cloud generator.

AI Overview Optimizer
An agent skill that audits a page against AI Overview and LLM citation patterns and rewrites it.

EDUCATION

BSc in Computer Science and Engineering
Asian University of Bangladesh · In progress. Coursework in algorithms, databases, software engineering and web development.

CERTIFICATIONS

CS50's Introduction to Programming with Python — Nov 2025
Harvard University

Introduction to Google SEO — Mar 2026
University of California, Davis · ID 4CVGBED7U98P

Full Stack Web Development with React and Express.js — May 2026
IICT, DUET · EDGE Project (BCC) · ID IICT-EDGE-FSWD-01-111

Introduction to Python — Jul 2025
BUET · Bangladesh-Korea IAC

SQL Programming — May 2024
NASBA

Data Entry, Data Scraping and Lead Generation — Mar 2026
Futurenation · Grameenphone and UNDP

Climate Change International Legal Regime — Mar 2026
UNITAR · United Nations

Digital Marketing; Digital Advertising; SEO Crash Course — 2024
HubSpot Academy and Semrush Academy

TEACHING AND LEADERSHIP

SEO Instructor	Ostad
Course Coordinator	Bangladesh Technical Education Board · 2023 – Present
Convener	BASIS Students' Forum, IEB Chapter · 2024 – Present
General Member	JCI Dhaka Elite · 2024 – Present

LANGUAGES

Bangla (native) · English (professional)

REFERENCES

Available on request. Published case studies: shoaibsanto.com/work