Marzia Zaman Khan Prova

Digital Marketing | SEO & Lead Generation | Website Designer-Developer

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Summary

Digital marketing and SEO professional with 7+ years of experience in B2B and B2C marketing, WordPress websites, lead generation, content strategy and campaign execution. Experienced in SEO, LinkedIn prospecting, Apollo, HubSpot, Google Analytics and Search Console, paid and organic campaigns, and communication with international clients. Works well with sales, technical, content and vendor teams.

Skills

Marketing tech
Google Analytics, Search Console, HubSpot, Apollo, LinkedIn Sales Navigator, Meet Alfred, Facebook Ads, LinkedIn Marketing, SEO tools, email outreach tools

Web
WordPress, Sitecore, Webflow, landing pages, conversion optimization, theme and plugin customization, basic front-end coordination, speed and performance support

Strategy
B2B lead generation, foreign buyer research, SEO and content strategy, keyword research, campaign management, LinkedIn prospecting, social media optimization, conversion funnels

Professional experience

Sales & Marketing Manager | Omnilab Enterprise Solutions Ltd.

Jan 2024 - Mar 2026

- Generated 150+ qualified B2B leads through SEO, LinkedIn outreach, Facebook ads, website funnels and outbound prospecting.
- Developed integrated campaigns across SEO, social media, paid channels and content funnels to support lead generation and conversion goals.
- Managed brand positioning, content strategy, digital presence and campaign performance across multiple product pages.
- Coordinated with sales and technical teams to align marketing activity with business objectives and pipeline priorities.
- Managed 5+ Facebook and LinkedIn product pages while supervising content writers, freelancers, vendors and marketing contributors.
- Built and optimized WordPress business websites and landing pages for visibility and conversion readiness.

Senior Marketing Associate | Monstarlab Bangladesh

Sep 2022 - Dec 2024

- Managed multi-channel campaigns contributing to 300+ business inquiries and 40+ conversion-focused opportunities.
- Supported communication and content for audiences in North America, Europe, Japan and Bangladesh.
- Led SEO initiatives: keyword research, on-page SEO, technical SEO coordination, analytics tracking and performance reporting.
- Improved website design efficiency by coordinating Figma specialists and web developers, reducing project turnaround time by 15%.
- Built and optimized WordPress business websites and landing pages with marketing and technical stakeholders.

Digital Marketing Manager | CoStation

Feb 2022 - Sep 2022

- Led digital marketing initiatives, campaign execution, social media management, audience engagement and promotional content.
- Used LinkedIn Sales Navigator, Apollo, email outreach tools and CRM-style lead tracking for prospecting and outreach.

Technical Copywriter | Rankwizard (contract)

Dec 2022 - Feb 2023

- Produced 400+ SEO-optimized technical content pieces for websites, blogs and marketing campaigns.

- Conducted keyword research, content planning and on-page optimization to improve organic visibility.

Content Writer, Website Designer & SEO Specialist | Freelance
2016 - Present

- Worked with international clients in Canada and the USA on content writing, website content, product reviews and SEO projects.
- Delivered 100+ pieces of blog, review and web content across multiple industries.
- Built and supported Sitecore and WordPress websites, including content uploads, performance optimization and structure improvements.
- Supported Bangladeshi businesses with website content, optimization and search visibility.

Medical Documentation Specialist cum Scribe | Augmedix
Jan 2021 - Apr 2021

- Documented live doctor-patient interactions into EHR systems with accuracy and attention to clinical workflow requirements.

Selected websites

- Petromax LPG - website design, implementation and SEO - petromaxlpg.com
- Monstarlab Bangladesh - website, content and marketing support - monstarlabes.com
- Omnilab Enterprise Solutions - website, content and marketing support - omnilabes.com

Education

- **MBA, Sales & Marketing** - University of Liberal Arts Bangladesh (ULAB), Jan 2024 - Jul 2026 (expected), CGPA 3.88
- **Bachelor's, Human Resource Management** - Institute of Business Administration, Jahangirnagar University, CGPA 3.00

Certifications and training

- HubSpot Inbound Marketing Certification
- IBM Certified Application Developer - IBM Workplace Web
- Certified WordPress Developer; Certified Software & Application Developer - CodersTrust Bangladesh
- Google Foundations of Digital Marketing & E-commerce; Google Foundations of Project Management
- Advanced Content Marketing - LinkedIn Learning
- SHV Energy Global Website Training (score: 100%)
- Oracle Cloud Success Navigator Essentials; Google AI Essentials (Apr 2026)

References available on request.