

Dear Hiring Manager,

I am writing to express my interest in the marketing position at your agency. With a strong background in both Meta Ads and SEO, I offer a unique combination of skills to drive growth and maximise ROI. Over the past few years, I have helped clients achieve significant improvements in campaign performance and organic visibility. In my recent work, I implemented full-funnel Meta advertising strategies and robust tracking to achieve outstanding results. For example, I improved one e-commerce client's ROAS by over 35% while reducing cost-per-lead by 28%. Similarly, my SEO optimisations drove more than 550 new organic users to a blog platform. These achievements demonstrate my ability to combine data-driven analysis and creative campaign execution to meet business goals. I am confident that my performance-driven approach and hands-on expertise can help your agency's clients reach their marketing objectives. Whether scaling ad campaigns for sales growth or optimising websites for search engines, I am committed to delivering clear, measurable results. I communicate effectively with stakeholders and adapt strategies to each client's needs, ensuring continuous improvement and success. Thank you for considering my application. I would welcome the opportunity to discuss how my skills in Meta advertising and SEO can benefit your team.

Sincerely,

Sudeep Dutta Deep

Sudeep Dutta Deep

Meta Ads Specialist & SEO Expert Khulna, Bangladesh | +8801625276903 |
heyiamdeepdutta@gmail.com **LinkedIn:** www.linkedin.com/in/iamdeepdutta

EXECUTIVE SUMMARY

Results-driven Digital Marketing Professional with 3+ years of experience in Meta Ads (Facebook/Instagram) and SEO. Proven ability to increase ROAS by 35% and reduce CPL by 28% through advanced tracking and full-funnel strategies. Skilled at combining data insights with creative execution to drive scalable growth for E-commerce, blog platforms, and local business brands.

CORE COMPETENCIES

- **Meta Advertising:** Full-funnel strategy, A/B testing, creative optimisation, lookalike & custom audiences
- **Technical Tracking:** Google Tag Manager (GTM), Meta Pixel (Client & Server-side), GA4 event tracking
- **SEO:** Technical audits, Local SEO (GMB), keyword research, on-page optimisation, Analytics & Reporting: Google Search Console, KPI dashboards, DataLayer implementation.

PROFESSIONAL EXPERIENCE

Meta Ads & SMM Specialist | Upwork (2023–Present)

- Architected full-funnel Meta Ad campaigns targeting Awareness, Traffic, and Conversions
- Implemented GTM and Meta Pixel tracking to lower CPA and boost ROAS
- Managed budgets and bid strategies for diverse international clients

SEO Expert | Fiverr (2022–Present)

- Delivered SEO strategies for E-commerce and Local Businesses, improving Google rankings
- Conducted technical audits on site speed, indexing, and mobile responsiveness
- Increased organic traffic via content optimisation, internal linking, and Google Business Profiles

E-COMMERCE & BLOG MANAGEMENT

- Successfully ran an E-commerce store for Chuijhal, generating approximately 20k in revenue
- Managed and optimised Parenting Aura blog with full SEO implementation to boost organic traffic

KEY ACHIEVEMENTS

- 35% ROAS improvement via dynamic product ads and retargeting
- 28% CPL reduction for a local service provider using geo-targeted campaigns
- Generated 550+ new organic users in a focused campaign period

TECHNICAL TOOLKIT

- Marketing:** Meta Ads Manager, Meta Business Suite, SEMrush
- Analytics:** GA4, Google Search Console, PageSpeed Insights
- Operations:** Google Tag Manager, Google Sheets

EDUCATION & CERTIFICATIONS

Bachelor's in Economics | National University of Bangladesh

Meta Ads & Digital Marketing | **Passive Journal** SEO & Content Marketing | **SEMrush Certification**
Advertising & Strategy | **Step Up Community**

Sudeep Dutta Deep

Meta Ads | Digital Advertising Portfolio

Sudeep Dutta — Meta Ads Professional Based in Bangladesh ·
Meta Ads · Pixel & GTM · Retargeting · Awareness & Sales Funnel

1. Skills & Services

- Meta Ads Strategy (Awareness, Traffic, Engagement, Conversions, Sales)
- Meta Pixel setup & troubleshooting (client-side & server-side)
- Google Tag Manager: setup, event tracking, and custom dataLayer implementation.
- Audience design: Lookalike, Custom Audiences, Interest & Behaviour targeting
- Creative testing & ad copy optimisation (A/B testing)
- Campaign scaling, budget allocation and bid strategies.
- Performance reporting: KPI dashboards & actionable insights
- Retargeting funnels and dynamic product ads

2. Case Studies

Case Study 1 — E-commerce: Awareness → Conversion

Objective: Increase product awareness and drive purchases. Approach: Multi-phase funnel — reach/awareness campaign to warm audiences, followed by engagement retargeting and conversion ads. Pixel events (ViewContent, AddToCart, Purchase) were implemented via GTM. Dynamic product ads were used for retargeting. Outcome: +35% ROAS improvement over baseline, CTR uplift, CPA decrease.

Case Study 2 — Lead Gen: Local Service

Objective: Generate qualified leads in a defined geographic market. Approach: Geo-targeted traffic/lead ads, custom conversion events (lead form submit) tracked via GTM & Pixel. Creative rotation + conversion-optimized adsets. Outcome: reduced CPL by 28%, increased lead quality.

3. Samples



Chuijhal Pixel Create

Overview **Test events** Diagnostics History Settings

Test your events
Check that your events are being received correctly. [Learn more](#)

Waiting for activity
chuijhal.store | TEST50526

All **Browser** Server 6 options selected Clear Activity

Events received	Received from	Setup method	Event ID	Time received
Purchase Processed	Browser	Manual setup	68151...	Today at 18:44:47
Purchase Processed	Server	Manual setup	68151...	Today at 18:44:47
PageView Processed	Server	Manual setup	5dde4...	Today at 18:44:46
PageView Processed	Browser	Manual setup	5dde4...	Today at 18:44:46
PageView Processed	Server	Manual setup	c3d4d...	Today at 18:44:20
Initiate checkout Processed	Browser	Manual setup	91ee7...	Today at 18:44:20

Connected **chuijhal.store**

3 Google tags found

- GTM-NJKZJJGB
- GTM-5G4JZ37V
- G-LWY6MM3D4S
- G-CJXPBRMRZ

Summary

Container Name: [Chuijhal-Web](#)

Source: On-page gtm.js snippet

Container ID: GTM-5G4JZ37V

Container Version: Preview

Output of GTM-5G4JZ37V

Tags	Variables	Data Layer	Consent	Console (0)
Tags Fired				
GA4 Event Measurement ID Google Analytics: GA4 Event - Fired 1 time	FB Page View-Tag Facebook Pixel - Fired 1 time	Google Configuration- Tag Google Tag - Fired 1 time	GA4 page_view - Tag Google Analytics: GA4 Event - Fired 1 time	
FB View Content Tag Facebook Pixel - Fired 1 time	GA4 View Content Tag Google Analytics: GA4 Event - Fired 1 time	Fb InitiateCheckout Tag Facebook Pixel - Fired 1 time	GA4 Add to cart Tag Google Analytics: GA4 Event - Fired 1 time	
GA4 Initiate Checkout Tag Google Analytics: GA4 Event - Fired 1 time	Fb Add to Cart Tag Facebook Pixel - Fired 1 time			
Tags Not Fired Hide				

Search

Re- Target Awareness campaign > New Awareness ad set > **New Awareness ad** Campaign off

Ad name: New Awareness ad [Create template](#)

3 automated rules could make changes to this ad if their conditions are met. [View active automated rules](#)

Partnership ad: Off

Identity: Choose the Facebook Page and Instagram account that this ad will be associated with.

* Facebook Page: [Chuijhal-চুইঝাল](#)

Instagram account:

Campaign recommendations: Your campaign has room to improve.

Ad preview: [Advanced Preview](#)

You can now see more variations of your ad in previews

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#) [Discard Draft](#) [Publish](#)

Sudeep Dutta Deep

SEO Specialist for Local Business & E-commerce

Hello! I'm Sudeep Dutta, an SEO-focused digital marketer from Bangladesh. I help local businesses and e-commerce websites improve Google rankings, increase organic traffic, and get more customers using simple, beginner-friendly SEO strategies.

Skills & Services

- **Core Skills:** SEO (Search Engine Optimisation) • Meta Marketing (support for traffic & retargeting)
- **SEO Services:** Website SEO audit (easy explanation) • Keyword research for local & e-commerce SEO • On-page SEO (title, meta, headings)
- **Technical SEO basics** (speed, indexing, mobile), Local SEO, (Google Business Profile)
- **Meta Marketing:** Traffic & retargeting ads • GA4 & GTM tracking setup

Reports snapshot



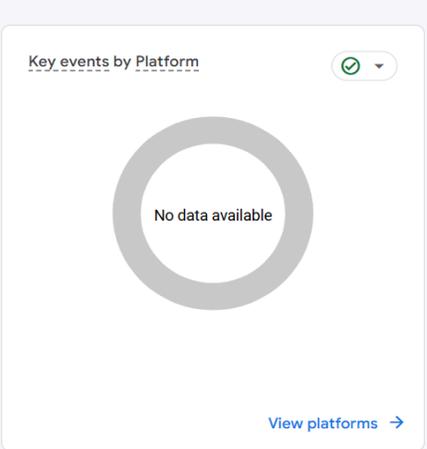
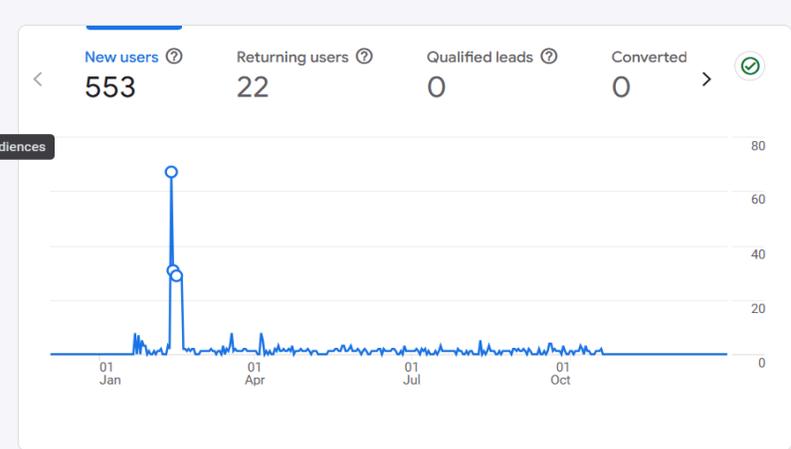
Active users	New users	Average engagement ti...	Sessions
553	553	32s	721

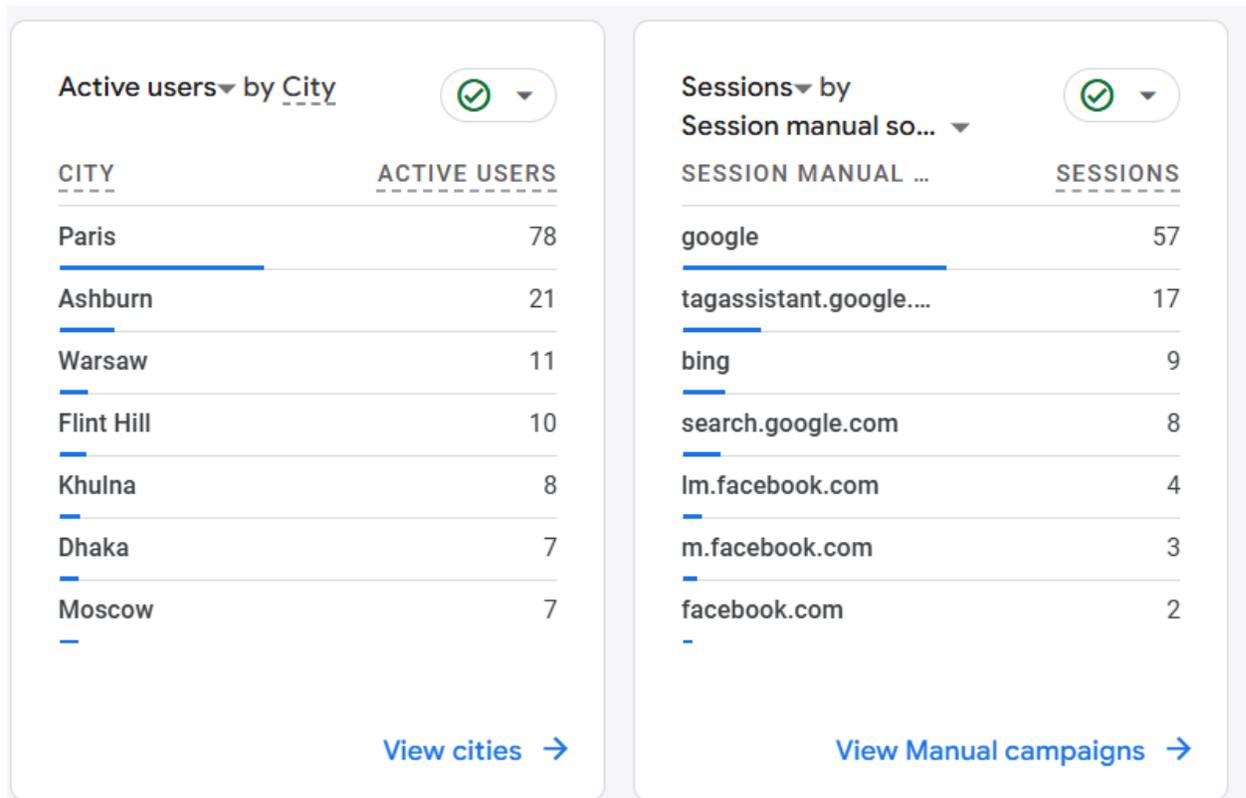
Top traffic acquisition 📌

SESSION SOURCE / MEDIUM	SESSIONS	KEY EVENTS	REVENUE
(direct) / (none)	603	0	\$0.00
google / organic	57	0	\$0.00
tagassistant.google.com / referral	17	0	\$0.00
bing / organic	9	0	\$0.00
search.google.com / referral	8	0	\$0.00
lm.facebook.com / referral	4	0	\$0.00
m.facebook.com / referral	3	0	\$0.00

Dec 4, 2024 - Dec 31, 2025

BING / ORGANIC		
Sessions	9	\$0.00
Key events	0	\$0.00
Total revenue	\$0.00	





- Fixed basic technical SEO issues
- Optimised content with correct keywords
- Improved internal linking
- Set up GA4 & Search Console

Results:

- 553 new users
- Organic search as a main traffic source
- Traffic from Google, Bing, and social platforms

Testimonials

“Very beginner-friendly and clear SEO guidance.”

“Helped us understand SEO and improve our website traffic.”

Testimonials can be updated with real client feedback.

Tools & Certifications

Tools:

- Google Analytics 4
- Google Search Console
- Google Tag Manager
- SEMrush
- PageSpeed Insights
- Meta Ads Manager

Certifications:

1. Passive Journal
2. SEMrush
3. Step Up Community

Contact & Social Links

Name: Sudeep Dutta Deep

Email: heyiamdeepdutta@gmail.com

Phone: +8801625276903

LinkedIn: www.linkedin.com/in/iamdeepdutta

Facebook: www.facebook.com/myselfsudeepdutta

Instagram: www.instagram.com/deepdutta.growth

