

# MD ASHIK MAHMUD

WordPress & GoHighLevel Specialist |  
Technical, Local & Modern SEO

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## EXECUTIVE SUMMARY

High-impact Web Developer, GoHighLevel Specialist, and Search Strategist with 2+ years of expertise digitalizing physical businesses into high-converting online brands through end-to-end web development and marketing automation. Specialist in Technical SEO, Local SEO (GMB), and AI Search Optimization (AEO/GEO)—positioning brands for dominance across Google Maps, ChatGPT, and AI Overviews. Currently optimizing web infrastructure, GHL automation, and search growth for a US-based beauty agency.

## CORE COMPETENCIES

- Full-Lifecycle Web Development:** End-to-End WordPress & GoHighLevel (GHL) Site Building (Zero to Launch), Speed Optimization, Merchant Payment API Integration.
- GHL & Marketing Automation:** GoHighLevel Funnel Building, Automated Workflows, CRM Integration, Lead Nurturing Pipelines.
- Technical & Local SEO:** Technical Site Audits, Crawlability/Indexability, Schema Markup, GMB Setup, Google Maps Ranking.
- AI Search Optimization:** AEO (Answer Engine Optimization), GEO (Generative Engine Optimization), Entity Building.
- Brand Digitalization:** Complete Offline-to-Online Business Transformation, Conversion Funnels, Organic Growth Strategy.

## PROFESSIONAL EXPERIENCE

### WEB EXPERT & SEO SPECIALIST

US-Based Beauty Agency | Remote (Contract)

- Infrastructure & Automation:** Manage full WordPress site lifecycle, GoHighLevel funnels, marketing automation workflows, and payment integrations.
- AI & Technical SEO:** Implement schema and entity optimization to capture visibility in AI Search (ChatGPT, Perplexity, Google AIO).
- Local Authority & Organic Growth:** Executed comprehensive Google Business Profile (GMB) optimization, yielding strong local search ranking results, and currently managing ongoing maintenance to sustain organic leads and bookings.

### WORDPRESS DEVELOPER & SEARCH STRATEGIST

Agency & Fiverr (Global Clients) | 2024 – Present

- Agency-Gained Expertise:** Built an extensive track record of delivering end-to-end web architectures and marketing pipelines within long-term agency environments.
- Marketplace Expansion:** Recently expanded operations to global freelance marketplaces, providing tailored high-converting web and search strategies directly to independent clients.
- End-to-End Development:** Built high-performing, secure WordPress and GHL sites from absolute scratch to final deployment for international clients.
- Digital Transformation:** Digitized traditional local businesses into fully optimized, revenue-generating digital brands.
- Map & Search Dominance:** Ranked local clients on Google Maps Top 3 Pack through GMB optimization and local citation alignment.
- Modern Search Engineering:** Applied AEO/GEO tactics to rank brand content as authoritative answers in conversational AI search engines.

## EDUCATION

### Digital Marketing & SEO Certification

E-Learning & Earning Ltd.  
2020 – 2021

### Bachelor of Science (B.Sc.) in Physics

Rajshahi College  
2024 – In Progress

## TOOLS & TECH

**CMS & Funnels:** WordPress, GoHighLevel, Elementor, Woo

**SEO & Analytics:** GSC, GA4, Ahrefs, Semrush, Screaming Frog

**Automation & Dev:** Zapier, Make, Schema Markup, HTML/CSS

## KEY METRICS

**Top 3 Maps:** Ranked multiple local clients in Google 3-Pack.

**Speed 90+:** Boosted PageSpeed performance from <50 to 90+.

**Automation:** Deployed automated pipelines driving consistent leads.