

MAHEDI HASAN

Founder of FrameCipher | Marketing Strategist & Consultant | SEO Specialist | Media Buyer & Web Developer

Matikata, Dhaka Cantonment, Dhaka - 1206, Bangladesh | +880 1636-407711 | pervesmahedi@gmail.com
LinkedIn: linkedin.com/in/mahedi-hasan003 | Portfolio: mahedihasanperves.vercel.app | Agency: framecipher.info

PROFESSIONAL SUMMARY

Multi-disciplinary Digital Marketing Strategist, Technical SEO Consultant, and Full-Stack Web Developer with over 4+ years of hands-on experience helping 50+ businesses scale sustainably. Founder of **FrameCipher** and Co-Founder of **Riha Web Tech**, responsible for generating **■15 Lakh+ in verifiable commercial returns** across 50+ projects. Specializes in connecting full-funnel paid acquisition (Meta, Google, TikTok, Pinterest Ads) with algorithmic organic search (Semantic SEO, Koray Tu■berk GÜBÜR Framework, Topical Authority, AEO/GEO) and conversion-engineered web architecture (Next.js, WordPress, Shopify). Proven record of achieving sub-2s Core Web Vitals, 4.8x+ ROAS baselines, and scaling high-converting campaigns.

CORE COMPETENCIES & TECHNICAL SKILLS

Search Engine Optimization (SEO & GEO): Technical SEO Audits, On-Page & Off-Page SEO, Semantic SEO (Koray Tu■berk GÜBÜR Framework), Topical Maps, Content Clusters, Entity Optimization, Schema Markup (JSON-LD), Local SEO & GMB Optimization, Answer Engine Optimization (AEO/GEO).

Performance Marketing & Media Buying: Google Ads (Search, Performance Max, Display, YouTube), Meta Ads (Facebook & Instagram Advantage+), TikTok Ads, Pinterest Ads, LinkedIn Ads, Full-Funnel Retargeting, Creative Strategy, ROAS Optimization.

Web & Software Development: Next.js (App Router, Server Components), React, TypeScript, Tailwind CSS, WordPress (Custom Themes & Elementor), Shopify, PHP, HTML5, CSS3, REST APIs, Git/GitHub, Core Web Vitals Optimization.

Data Analytics & Conversion Infrastructure: Server-Side Meta Conversions API (CAPI), Google Analytics 4 (GA4), Google Tag Manager (GTM), Google Search Console, Semrush, Ahrefs, Conversion Rate Optimization (CRO), First-Party Attribution.

WORK EXPERIENCE

FrameCipher | Dhaka, Bangladesh

Founder & Principal Digital Growth Architect | January 2026 – Present

- Established FrameCipher as a 360° growth agency and software development company providing end-to-end digital solutions for startups, SMEs, and enterprise brands.
- Lead multi-disciplinary teams across software engineering, UX/UI, semantic search optimization, and performance marketing campaigns.
- Engineer scalable web platforms using Next.js, WordPress, and Shopify, maintaining sub-2-second load times and 95+ Google Lighthouse scores.
- Deploy full-funnel paid media campaigns across Meta Ads and Google Ads integrated with server-side Conversion APIs (CAPI) for precise first-party tracking.
- Implement generative search optimization (AEO/GEO) ensuring client content and brand entities are indexed and cited by AI engines (Perplexity, ChatGPT, Claude).

Riha Web Tech | Mirpur - 14, Dhaka, Bangladesh

Co-Founder & Head of Growth Marketing | May 2025 – July 2026

- Directed performance marketing and organic search campaigns delivering 50+ client projects with over **■15 Lakh+** in attributed commercial revenue and a 99% client satisfaction rating.
- Executed Semantic SEO strategies utilizing the Koray Tu■berk GÜBÜR Framework, constructing topical authority maps that grew organic search impressions to over 2M+ monthly.
- Managed high-volume paid media across Google Ads, Meta Ads, TikTok Ads, and Pinterest Ads, delivering consistent 3.5x to 5.2x return on ad spend (ROAS).
- Constructed comprehensive topical authority clusters, pillar pages, and high-converting service landing pages across competitive global verticals.
- Engineered custom WordPress and Next.js digital platforms with automated lead attribution pipelines and CRM integrations.

WebTech | Website Design and Development | Dhaka, Bangladesh

Search Engine Optimization Specialist & WordPress Developer | December 2024 – November 2025

- Spearheaded technical and on-page SEO audits, resolving crawl errors, canonical mismatches, and indexation bottlenecks for corporate clients.

- Built, customized, and maintained high-performance WordPress client portals focusing on user experience, responsive layout, and conversion rate optimization.
- Coordinated closely with in-house design and engineering teams to bridge content marketing, search discoverability, and clean code deployment.

EDUCATION

Bachelor of Science in Electrical and Electronic Engineering (BSc in EEE) | American International University-Bangladesh (AIUB)
(2024 – 2028 (Currently in progress))

Higher Secondary Certificate (HSC) – Science | Adamjee Cantonment College, Dhaka (February 2021 – August 2023)

Secondary School Certificate (SSC) – Science | Adamjee Cantonment Public School, Dhaka (January 2016 – May 2020)

CERTIFICATIONS & CREDENTIALS

- **Digital Marketing Certified** (Full-Funnel Acquisition, Strategy & Attribution)
- **SEO Certified** (Technical SEO, Semantic Search & Topical Authority)
- **Social Media & Performance Advertising Certified** (Meta, Google, TikTok Ads)