Tanvir Faisal

Digital Marketing Specialist · SaaS and WordPress

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SUMMARY

I started as a writer and never stopped. Nine years on, I run the whole growth loop for SaaS and WordPress products — SEO, Google and Meta campaigns, email and landing pages — and still write most of what ships. 300+ blog posts, 1,200+ ads, 100+ email campaigns.

EXPERIENCE

weDevs

Dhaka, Bangladesh · 2021 – present

Product company behind Dokan, WP User Frontend, WP Project Manager, WP ERP, FlyWP, weMail and Appsero.

Digital Marketing Specialist · Content Editor · Content Writer — 2021 – present

- Own the growth loop end to end: SEO, paid search and social, email, landing pages, and the analytics that decide what runs next.
- Build, run and tune Google and Meta campaigns across the product portfolio — structure, budgets, the copy, and the page it lands on. 1,200+ ads written.
- Published 300+ SEO blog posts across 10+ SaaS and WordPress sites, including the Dokan, weDevs and Appsero blogs.
- Planned and sent 100+ email campaigns, and wrote the landing pages they point at.
- Set positioning before launch and write the documentation after it, so the promise and the product say the same thing.
- Edited the team's work for voice, accuracy and search, and wrote video scripts and product docs for Dokan, FlyWP, weMail, WP User Frontend and WP Project Manager — using the products, so the screenshots match the software.

Staff Asia — Content Writing Executive — Apr 2021 – Sep 2021

- Wrote web and marketing copy for client projects across several industries.

SKILLS

Writing — SEO blog posts, landing page and web copy, ad copy, email, video scripts, product docs, editing, Bangla–English translation

Paid ads — Google Ads, Meta Ads, AdRoll: campaign structure, budgets, copy and ongoing optimisation

SEO and analytics — keyword research, on-page, content refresh, AI search visibility: Semrush, Ahrefs, Search Console, Google Analytics

Platforms and tools — WordPress and Gutenberg block patterns, Astro, Mailchimp, ScreenFlow, Claude for research, drafts and data at speed

EDUCATION

MA, English Language Teaching · 2018
International Islamic University Chittagong

BA, English Language and Literature · 2016
International Islamic University Chittagong

CERTIFICATIONS AND COMMUNITY

HubSpot Academy — Content, Email, Inbound and Social Media Marketing

WordPress.org contributor since 2022 · WordCamp Dhaka 2025 volunteer

Bangla (native) · English (professional)

References available on request