

Md. Oly Ullah

WordPress SaaS Marketing Executive

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PROFESSIONAL SUMMARY

WordPress SaaS marketing professional currently at WPPOOL, with hands-on experience across the full content marketing stack: SEO, product documentation, email campaigns, social media, and community-driven growth. Active contributor to the WordPress.org ecosystem and volunteer content lead for WordCamp Rajshahi 2026. Specializes in turning technical product features into clear, conversion-focused content for developer and non-developer audiences alike.

WORK EXPERIENCE

Junior Marketing Executive | WPPOOL

November 2025 – Present · Remote

WPPOOL builds WordPress plugins and SaaS products used by 400,000+ websites globally.

- Drove product awareness through targeted social media content across LinkedIn, Facebook, and X, directly supporting plugin install growth
- Led outreach and collaboration campaigns with SaaS companies and WordPress influencers to expand co-marketing reach
- Authored and maintained technical product documentation and plugin README files optimized for WordPress.org search
- Produced video tutorials for existing products, reducing support load and improving user activation rates
- Managed email campaigns and newsletters for feature launches, coordinating messaging across the user base
- Optimized plugin landing pages and on-site content for SEO performance using Ahrefs and Google Search Console
- Published SEO-driven blog content targeting WordPress developer and site-builder audiences
- Executed Reddit community marketing strategy, engaging in r/WordPress and niche communities to drive organic product discovery
- Contributed to product QA cycles by identifying usability issues during feature exploration

FlexSync for Shopify

- Solely responsible for all marketing activities of FlexSync, a Shopify app developed by WPPOOL
- Managed and optimized the Shopify App Store listing including app description, screenshots, and metadata to improve discoverability
- Coordinated outreach and collaboration campaigns with other Shopify app companies to drive co-marketing opportunities
- Supported the product in achieving the Built for Shopify badge, a quality certification awarded by Shopify to apps meeting its highest standards for performance, design, and merchant experience

SEO Intern | IRD Foundation

June 2025 – September 2025

- Grew total organic clicks by ~110% and impressions by ~129% over the internship period through targeted keyword strategy and technical fixes
- Improved average search position from 14.5 to 12.9 through on-page optimization and structured content improvements
- Conducted full technical SEO audits and resolved crawl errors, page speed issues, and indexation gaps
- Built high-authority backlinks via profile, directory, and editorial outreach

Business Development Executive | Take Trip Ltd.

January 2024 – August 2024

- Supported OTA marketing and client-facing communications; earned formal certification in Reservation & Ticketing

Branding & Marketing Intern | Kazi Food Industries Ltd.

September 2023 – December 2023

- Assisted branding campaigns and marketing production for one of Bangladesh's largest food FMCG companies

COMMUNITY & OPEN SOURCE

WordCamp Rajshahi 2026 | Volunteer – Social Media & Content Lead

- Managing social media and blog content strategy for an official WordPress community event

WordPress.org Contributor

- Active profile at profiles.wordpress.org/olyullah — contributing to the broader WordPress ecosystem

Ridebd.com | Admin & SEO Specialist (Personal Project)

- Built and managed an SEO-optimized content site on WordPress; achieved Google AdSense approval through quality content standards

SKILLS & TOOLS

Marketing & SEO

Content Marketing · SEO (Technical, On-Page) · Email Marketing & Newsletters · Social Media Management · Product Documentation · Community Marketing (Reddit, WordPress.org) · Link Building · Video Tutorial Production · Landing Page Copywriting

Tools & Platforms

Ahrefs · SEMrush · Screaming Frog · Google Search Console · GA4 · WordPress CMS · HubSpot · Microsoft Office · GMB

CERTIFICATIONS

HubSpot Academy: SEO Certification · **Surfer Academy:** Content Optimization Masterclass · **Google Digital Garage:** Fundamentals of Digital Marketing

NShamim Pro Academy: Technical SEO, On-Page SEO, Keyword Research · **Julian Goldie Agency:** SEO Link Building Mastery

EDUCATION

BBA, Major in Marketing · East West University · 2024 · CGPA: 3.08

HSC, Business Studies · Lions School and College, Rangpur · 2018 · GPA: 4.17

REFERENCES

Kazi Ashikul Imam Shawon, HR & Admin, WPPool · shawon@wppool.dev

Mashruha Zabeen, Senior Lecturer, Dept. of Business Administration, East West University · mhz@ewubd.edu