Md. Solayman (Rumon)

Growth Systems Architect · Fractional CMO · AI & Business Systems Advisor

solaymanrumon.com · linkedin.com/in/solaymanrumon · upwork.com/freelancers/solaymanrumon · Dhaka, Bangladesh · UK, EU, US and AU clients

PROFILE

Md. Solayman (Rumon) is a growth systems architect, fractional CMO and AI and business systems advisor. I design and install the strategy, AI and operating systems that turn marketing spend into predictable revenue for owner-led and mid-market companies.

EXPERIENCE

Dec 2025 – Jul 2026	**A US tutoring company (name withheld)** · SEO Growth Manager US. Organic roadmap and AI-search readiness. Project concluded July 2026.
Sep 2025 – present	**Stayverz** · Chief Marketing Officer Bangladesh. 1,730 confirmed bookings at a blended ৳441 per booking.
May 2025 – present	**Toptal** · Verified Expert in Marketing Independent SEO, Google Ads and growth-strategy engagements.
2023 – present	**Xnexz · Guesthouse.co.uk** · Chief Marketing Officer (fractional) UK safety footwear eCommerce and UK short-stay accommodation.
Aug 2023 – Jul 2025	**Webqem** · Digital Marketing Consultant Sydney. 16+ agency clients; led nearly 1,000 audits for an Australian state-government programme.
Feb – Nov 2023	**Freedom Media Group Holdings** · SEO and SEM expert Chicago, IL. 64 Google Ads accounts.
Dec 2022 – present	**Upwork (Top Rated)** · Digital Marketing Consultant Performance-based SEO and SEM for eCommerce and service businesses.
Aug – Dec 2022	**Orbit Technology / Global Education Explore** · Head of Digital Marketing Swindon, UK. Full-funnel strategy and team execution.
Aug 2021 – Jul 2022	**Orbit Technology** · Digital Marketing Manager U.K. Lead Academy web sales +142% (£93K → £225K). Promoted to Head of Digital Marketing.
Apr 2020 – Jul 2021	**Sales Manager Pvt Ltd (serving Cyanergy)** · Digital Marketing Manager Dhaka. Paid lead generation for AU/NZ clients. Cyanergy cost per conversion A$559 → A$91.
2019 – 2021	**Adency Limited / Custom Digital** · Consultant Dhaka. Clients included Noah Cookware, Shohoz Food, an organic skincare brand and a Dhaka sweet-shop chain.
2019 – 2020	**Best Link Digital** · PPC and Social Media Manager Gravesend, UK. Paid search and paid social for UK agency clients.
2016 – 2019	**Bdtask / Bdtask Academy** · Intern, then senior digital marketing executive Dhaka. Traffic 1,700 → 10,000 a month, 200K+ email leads. Trainer at Bdtask Academy.

SELECTED RESULTS

- **+142% web sales**
  Lead Academy (UK): £93K → £225K a year after the website and funnel rebuild. WooCommerce, Aug 2020–Jul 2021 vs Aug 2021–Jul 2022.
- **5.9× organic visitors**
  Bajaj Bangladesh: 9.1K → 53.8K a month. Ahrefs estimate, Dec 2021–Oct 2022.
- **5.1× US organic visitors**
  US auto-repair business: 6.7K → 34.3K a month. Semrush estimate, Apr–Nov 2023.
- **A$559 → A$91**
  Cyanergy (Australia): cost per conversion on Google Ads.
- **1,730 bookings**
  Stayverz (Bangladesh): confirmed bookings as CMO.

CREDENTIALS

- MBA, University of Dhaka
- Toptal Verified Expert (since May 2025)
- Upwork Top Rated: 100% job success, 4.7 of 5 from 8 reviews
- Google Partner
- Google Ads and Google Analytics certifications
- HubSpot and DigitalMarketer certifications

CORE SKILLS

Growth strategy · Fractional CMO · Google Ads and Shopping · Meta and LinkedIn Ads · SEO and technical SEO · AI search visibility · GA4, GTM and attribution · HubSpot, Klaviyo and CRM · AI workflows and automation · Team leadership

CONTACT

Book a call or send a message at solaymanrumon.com/consultation/

Figures come from client dashboards and third-party estimates, each with its source. Updated November 2026.