

MAHABUB ESAN

Web3 Growth and SEO Specialist

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SUMMARY

I didn't start in a marketing classroom; I started in the crypto rabbit hole in 2017. Today, I bridge the gap between technical SEO and community architecture, helping Web3 brands move past vanity metrics to build genuine, engaged communities. With a background in Computer Science and experience scaling a travel startup to \$100K+ in revenue, I bring a founder's mindset to organic growth (150%+ YoY) and technical optimization.

PROFESSIONAL EXPERIENCE

Marketing Lead, Community Manager & SEO Specialist | [U-topia Ecosystem](#) | Jul 2025 – Present | UAE (Remote)

- Delivered 115% organic growth and 50% bounce rate reduction through technical SEO implementations, keyword targeting, and crawlability improvements.
- Reduced page load time from 3.2s to 1.5s, improving Core Web Vitals across mobile and desktop.
- Corrected inaccurate project data across CoinMarketCap, CoinGecko, and 10+ crypto listing platforms to restore brand trust.
- Launched community engagement programmes on Zealy and Taskon; built content strategy across Twitter/X, Telegram, and Discord improving brand voice and community response rates.

Co-Founder & Head of Growth | [AdsCrypto](#) | Apr 2023 – Feb 2025 | Remote

- Scaled online visibility by 150% through content clusters and on-page SEO — growing monthly organic traffic from 1,000 to 10,000 visitors.
- Resolved 98% of technical SEO issues (Core Web Vitals, page speed, schema, indexation) using Ahrefs and Screaming Frog.
- Built domain authority from the ground up via competitor gap analysis and search-optimised content production across 50+ long-form articles.

NFT Growth Consultant & Community Strategist | [Epik Prime](#) | Jul 2021 – Sep 2023

Singapore (Remote)

- Grew Telegram community from 15,000 to 40,000 members; supported EPIK token launch generating 5M+ impressions in week one.
- Increased social media engagement by 200% through influencer coordination and crypto-native content strategy.

Social Media Marketer & Community Growth Lead | [WenX Pro](#) | Mar 2020 – Aug 2022

Singapore (Remote)

- Built Instagram from 0 to 11,000 followers; led regional growth across China, Malaysia, Philippines, and Bangladesh — contributing 33% of overall platform traffic.
- Drove 18% increase in social-referred traffic; promoted to Community Manager and Regional Channel Lead within 12 months.

Regional Growth Manager — India & Bangladesh | [CoinField](#) | Jun 2020 – Jan 2022

Vancouver, Canada (Remote)

- Reduced CAC by 25%; generated 1,100+ organic leads and 600+ verified user registrations via localised Telegram referral campaigns — zero paid budget.
- Improved campaign conversion rate by 89% through localised messaging and targeted community outreach.

Growth Manager | [Sologenic](#) | Jun 2020 – Oct 2021 | Tallinn, Estonia (Remote)

- Managed community voice across Telegram and social channels; produced SEO strategy delivering a 300% increase in organic visibility (GSC impressions).

Director & Co-Founder | [Holidayz Tours & Travels Limited](#) | Feb 2022 – Feb 2024 | Dhaka, Bangladesh

- Co-built a 45-person operation generating \$100K+ revenue in 9 months; expanded partner network by 70%, reducing procurement costs by 30%.
- Managed cross-functional teams and drove 80% MoM revenue growth; launched company website delivering 100+ paying clients through initial campaigns.

SEO & Backlink Strategy Specialist | [Wolfpackbot International](#) | Mar 2018 – Jan 2019 | Bahamas (Remote)

- Raised Domain Authority from DA 20 to DA 46 (+130%) in 4 months via broken-link building and niche blog outreach — verified through Moz and Ahrefs.

WEB3 ADVISORY & COMMUNITY LEADERSHIP

- Epik.gg Consultant (2020–2021): Telegram strategy and Web3 visibility for a platform partnered with Sony, Universal, and Warner Brothers.
- Polkadot Ambassador (2020–2021): Promoted Web3 adoption and educated Bengali-speaking communities on Substrate and cross-chain interoperability.
- Monnos Bangladesh Ambassador (2019–2020): Grew Telegram to 3,000 members; onboarded 4 regional influencers across Bengali, Tamil, and Telugu markets.

TECHNICAL SKILLS & TOOLS

Core Competencies: Technical SEO, Web3 Growth, DeFi Marketing, Community Management, Content Strategy, On-Page SEO, Off-Page SEO, GA4, Google Search Console, Ahrefs, SEMrush, Core Web Vitals, Influencer Marketing

SEO & Analytics: Technical SEO (Schema, Meta, Crawl Budget), Google Analytics 4 (GA4), Google Search Console, SEMrush, Ahrefs, Screaming Frog, Keyword.io

Content & Community: Content Strategy, Growth Hacking, Community Management, Influencer Outreach, WordPress, Shopify

Tools & Creative: Jasper AI, Google Ads, Adobe Photoshop, Illustrator, Blockchain Explorers, Canva, Invideo, AI Tools

Industry Knowledge: DeFi Infrastructure, Web3, NFT Marketplaces, Layer-2 Protocols, Digital Asset Exchanges, Travels

Languages: English (Professional), Bangla (Native), Hindi (Conversational)

EDUCATION

Bachelor of Science, Computer Science & Engineering

2016 – 2021

University of Asia Pacific • Dhaka, Bangladesh

CERTIFICATIONS

- Decentralized Finance (DeFi) Infrastructure
- Digital Marketing | SEO, Google Ads & Analytics
- SEO Strategy 2025 — SEO Training to Unleash Career Potential
- Inbound Marketing
- Cybersecurity Roles, Processes & Operating System Security