



Md. Anwar Hossain

Web & Data Analyst | GA4 · GTM · Python · SQL | Digital Marketing

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[Arambag, Motijheel, Dhaka-1000, Bangladesh](#)

Professional Summary

Data-driven Web & Data Analyst with 3+ years of experience in web analytics, data analysis, and digital marketing. Experienced in Google Ads, Facebook Ads, social media marketing, and WordPress web design. Skilled in GA4, GTM, GSC, Looker Studio, Power BI, HTML, CSS, JavaScript, Python, SQL, and Excel, with a strong focus on transforming data into actionable insights that drive business growth.

SKILLS

Data Science (Entry-Level | Continuous Learning)

- Python (Pandas, NumPy, Matplotlib, Scikit-learn)
- Exploratory Data Analysis (EDA)
- Statistical Analysis
- Basic Machine Learning
- IBM Capstone Project

Web Analyst

- Google Analytics 4
- Google Tag Manager
- Google Search Console
- Looker Studio
- HTML, CSS, JavaScript
- Server-Side Tracking
- Conversion Tracking
- Event Tracking
- Pixel Setup
- Dashboard Reporting

Data Analyst

- Python (Pandas, NumPy, Matplotlib, Scikit-learn)
- SQL
- Microsoft Excel
- Microsoft Power BI (Data Visualization)

Digital Marketing

- Google Ads
- Meta Ads Manager
- Social Media Marketing (Facebook, Instagram, Pinterest, X, LinkedIn)
- SEO (Basic)
- SEO Content Writing

Web Design

- WordPress Web Design & E-commerce
- HTML, CSS, JavaScript

Graphic Design

- Adobe Illustrator
- Adobe Photoshop
- Canva

WORK EXPERIENCE

•▶ Web Analyst | Data Analyst | Digital Marketing Manager

Web Analyst BD | 2023 – Present

Website: webanalystbd.com

- Managed website, social media, SEO, and digital marketing operations
- Implemented tracking systems using Google Analytics 4 and Google Tag Manager
- Analyzed data and optimized marketing performance
- Designed and developed web assets and landing pages
- Built reports and dashboards for performance tracking
- Designed 2k+ graphics using Adobe Illustrator, Adobe Photoshop & Canva

•▶ Web Analyst & Digital Marketing Manager

Habib Printers | 2023 – Mar 2026

Website: habibprinters.com

- Managed social media (Facebook, Instagram, Pinterest, X, LinkedIn)
- Led website design, SEO, and performance optimization
- Implemented tracking using Google Tag Manager & Google Analytics 4
- Created dashboards in Looker Studio for performance reporting
- Handled conversion & event tracking with data-driven insights
- Designed 3k+ graphics using Adobe Illustrator, Adobe Photoshop & Canva

•▶ Web & Data Analyst

Miraj IT Academy | 2025 – Present

Website: mirajitacademy.com

- Supported website design, analytics, and data tracking implementation
- Worked with Google Analytics 4 and Google Tag Manager for performance monitoring
- Analyzed user data to improve website and marketing performance
- Created reports and insights for decision-making

•▶ Web Design, SEO & Tracking Setup (Remote | 1-Month Project)

PAIX POUR L'ENFANCE INTERNATIONAL

Website: paixpourlenfanceint.com

- Designed and developed website structure and layout
- Implemented SEO optimization to improve search visibility
- Set up tracking and analytics systems for performance monitoring

•▶ Freelance Platforms & Skill Development

- Fiverr (Since Aug 2023 – Skill development in web analytics, design & marketing)
Profile: [fiverr.com/anwar_analyst](https://www.fiverr.com/anwar_analyst)
- Upwork (Since 2024 – Practicing freelance workflows & improving technical skills)
Profile: [upwork.com/freelancers/webanalystanwar](https://www.upwork.com/freelancers/webanalystanwar)

EDUCATION

B.Sc. in Soil Science | University of Chittagong – 2016

Higher Secondary Certificate (HSC), Science – 2009 | Birsreshtha Munshi Abdur Rouf Rifles College, Dhaka

Secondary School Certificate (SSC), Science – 2006 | Dhampti Islamia Kamil Madrasa

PORTFOLIO

Portfolio: [webanalystbd.com \(/portfolio\)](http://webanalystbd.com(/portfolio))

GitHub: github.com/anwarsscu

CERTIFICATIONS

▶▶ IBM Certifications

IBM

- Data Science
- Applied Data Science
- Data Analyst Professional Certificate
- Digital Marketing and Growth Hacking with GenAI
- AI Foundations for Everyone
- AI Foundations for Business
- Generative AI for Digital Marketing
- Key Technologies for Business

▶▶ Google Certifications

Google

- Advanced Data Analytics
- Analytics Certification (Google Analytics 4)
- Ads Search Certification (Google Ads)
- Digital Marketing & E-commerce
- IT Automation with Python
- IT Support

▶▶ Microsoft Certifications

Microsoft

- Python Development
- IT Support Specialist

▶▶ Meta Certifications

Meta

- Marketing Analytics
- Social Media Marketing

▶▶ University Certifications

University of Michigan

- Python for Everybody
- Python 3 Programming

University of California, Davis

- Search Engine Optimization (SEO)

University of Maryland, College Park

- Advanced Digital Marketing

▶▶ Technical / Platform Certifications

- Web Analytics Mastery with Server-side Tracking (Skillup)
- Data Science & Machine Learning (Ostad)

▶▶ Certifications (Verification Links)

- Certificate Portfolio: www.webanalystbd.com/certificates
- Credential Wallet: Credential.net/profile/webanalystanwar/wallet
- Badges: www.credly.com/users/anwarss/badges

SOCIAL MEDIA

Facebook: facebook.com/webanalystanwar | **Instagram:** instagram.com/webanalystanwar | **Pinterest:** pinterest.com/webanalystanwar

LANGUAGES

English: Professional Working Proficiency | **Bangla:** Native | **Arabic:** Basic

REFERENCE

▶▶ Md. Habibur Rahman

Founder & CEO, habibprinters.com

▶▶ Miraj Hossain

Founder & CEO, mirajitacademy.com | Assistant Manager, prangongroupbd.com



Contact details and further references are available upon request.