



Md Shamim Hossein

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“Shaping Future by Innovating the Past”

— Digital Marketer, a communication hub, freelancer and a steward of resources—

A T A G L A N C E

I am a Data-Driven Digital Marketing Professional. I have been working in the IT industry, corporate training trade, freelancing platforms, and the local market. Being a digital marketer, I am working for creating brand identity, and awareness, and boost your business. As you know digital marketing consists of search engine optimization (SEO), media buying, performance marketing, conversion rate optimization (CRO), growth hacking, inbound marketing, social media marketing, social media optimization (SMO), display advertising, pay-per-click (PPC), search engine marketing (SEM), email marketing, content marketing, funnel marketing, so forth.

I am the real geek in the internet marketing arena.

- ❖ 3 years of proven experience in Marketing 360, IT Transformation, Retail and Trade Marketing Industry, sales and distribution; and, in operations management; Manufacturing, business development and Customer Relationship Management.
- ❖ A quick and lifelong learner; Love multi-tasking, and to work under heavy workload.
- ❖ A proven team builder and a norms setter in situation like responding to accelerating changes.
- ❖ Can see what's coming, and through what's going on, — a go-getter strength, which can be extrapolated into meaningful cost savings in competitive market dynamics.
- ❖ Steward of Resources; enemy of silos,
- ❖ Love to take challenges in mitigating uncertainty and risks that are idiosyncratic to the farm, and/or, systematic to the market and the industry.

I T S K I L L R E P E R T O I R

- ❖ SEO Overall Management
- ❖ Social Media Marketing Strategy
- ❖ E-Commerce Business Marketing
- ❖ LED Generation & Email Marketing
- ❖ Paid marketing (All Digital Channel)
- ❖ App Store Optimization

W O R K H I S T O R Y

Total Years of Experience: 3.7 Years.

1. Digital Marketer || 12th Aug, 2024 - Present||
SHAH MEDIA PRO
111th South Basabo, Khilgaon, Dhaka, Bangladesh.
Key Responsibilities:

- Developing & Executing digital marketing strategies to drive growth & engagement through Lead Generation, Email Marketing, Social Media Marketing, Content Development & Process, Google Analytics, Google AdWords, Keyword Research, SEO, SEM, PPC, E-Commerce Business Strategies, & paid advertising as per the company's requirements.

2. Digital Marketing & Freelancing Trainer || 12th Aug, 2023 to 31st July, 2024||
RISDA BANGLADESH (1.7 years)

House-26/2, Block-C, Kaliakor, Akrain, Birulia Savar, Dhaka, Bangladesh.

Key Responsibilities:

- Assisted to complete the enrollment process of 525 trainees successfully. Taught the trainees about the digital marketing components such as: Lead Generation, Email Marketing, Social Media Marketing, Content Development & Process, Google Analytics, Google AdWords, Keyword Research, SEO, SEM, PPC, E-Commerce Business Strategies, & Affiliate Marketing as per the competency-based learning method.

3. Digital Marketing Manager || 1st April 2021- 30th April 2023 ||
REXTENT LLC (2 Years)

10th floor Sheikh Hasina Software Technology Park, Jessore-7400, Bangladesh.

Key Responsibilities:

- Campaign management (Facebook Ads manager, Google AdWords) Strategy and client service, campaign budgets/SEM, marketing research and statistical analysis, financial planning and strategy etc.
- E-Mail Marketing, design build & maintained social media presence with the help of several tools.
- Wrote SEO Friendly Content For website & social media.
- Generated YouTube Content Ideas & Created content
- Trained 30 marketing executives how to do inbound & outbound marketing.

A C H I E V E M E N T S

- **Digital Marketing: NTVQF Level-03** (Completed the competency requirements under the National Technical & Vocational Qualification Framework.) certified by **NSDA**. (2024)
- **Digital Marketing: NTVQF Level-04** (Completed the competency requirements under the National Technical & Vocational Qualification Framework.) certified by **BTEB**. (2023)
- **Digital Marketing Pro:** Google Digital Garage (2022)
- **IT Freelancing:** Skills for Employment Investment Program (SEIP) - Palli Karma-Sahayak Foundation (PKSF)- (2021)
- Lead Generation, Email Marketing, Social Media Marketing strategy, Paid Advertising (Facebook Ads, Google Ads, YouTube Ads, Instagram Ads, Twitter Ads, and LinkedIn Ads etc.). Overall digital marketing strategies planning and implementation, digital marketing budget management & optimization.
- Proficient with Microsoft Office: M.S word, Excel, Power Point, Graphic Design, Web Design.

E D U C A T I O N B A C K G R O U N D

Bachelor of Arts Degree (B.A) | Not yet completed
Govt. MM Collage, Bangladesh

Higher Secondary Certificate (H.S.C) | 2020
Ahsan Nagar BM College, Bangladesh

Secondary School (H.S.C) | 2020
Barangangdia Secondary School, Bangladesh

R E F E R E N C E

“Will be supplied whenever required.