

SHAFIUL HAQUE NAHID

Moddho Badda, Dhaka • +8801893535627
linkedin/shafiulhaquenahid_ • shafiulhaquenahid78@gmail.com

SUMMARY

A proficient and results-oriented digital marketing professional with extensive experience spanning over four years in the realms of digital marketing, project management, and content strategy. Demonstrated capability in leading multifaceted teams, streamlining project workflows, and steering data-informed marketing endeavors. Proficient in leveraging a variety of advertising tools to amplify brand visibility and audience engagement. Committed to addressing real-world challenges and surpassing client expectations.

WORK EXPERIENCE

Meda Planner and Strategist, Catch Bangladesh LTD Feb 2023 - Present

- Spearheaded the development and maintenance of detailed project schedules to ensure timely delivery.
- Contribute to the mission of Catch Bangladesh by offering innovative marketing, content, and development services.
- Worked with the internal Ad operation team, successfully delivering complex digital marketing projects on time.
- Develop and implement content strategies that align with client goals, resulting in a 15% increase in engagement.

Digital Marketing Manager , Rumjum BD March 2022 - Dec 2022

- Developed comprehensive social media strategies, resulting in a 15% increase in user engagement and a 10% boost in website traffic.
- Conducted market research on digital marketing trends, which informed strategic decisions leading to a 5% growth in overall revenue.
- Managed and optimized online ad campaigns, achieving a 20% reduction in cost-per-click (CPC) while increasing conversion rates.

Social Media Manager, Cmart March 2021 - Feb 2023

- Developed and executed data-driven social media strategies to achieve key performance indicators (KPIs) such as follower growth, reach, engagement, and conversions.
- Monitored social media channels for trends and conversations relevant to the brand, leveraging real-time insights to inform content creation and strategy adjustments.
- Collaborated with the content team to create engaging posts that resulted in a 25% increase in social media engagement.

EDUCATION

Bachelor of Arts in Political Science January 2019 - Nov 2023 Govt. Titumir College, Dhaka

Relevant Coursework: Public Policy, International Relations, Political Marketing.

- Key Project: Developed a thesis on the impact of social media on political campaigns in Bangladesh.

ADDITIONAL INFORMATION

- **Project Management:** Risk Management, Scheduling.
- **Digital Marketing:** SEO, Social Media Strategy, Google Ads, Meta Ads.
- **Content Strategy:** Content Creation, Data-Driven Marketing, Brand Development.
- **Technical:** Structural Analysis, Data Analytics, Ad Tools Optimization.
- **Languages:** English (Fluent), Bangla (Fluent).

CERTIFICATIONS

Professional Digital Marketing Expert
Certificate in Effective Presentation Skills

INTERESTS

- **Digital Innovation:** Passionate about exploring the latest trends in digital marketing and project management tools.
- **Public Speaking:** Engaging in community events to improve public speaking and presentation skills.
- **Travel:** Exploring new cultures to gain diverse perspectives, which inform my approach to content strategy and project management.