

# Md. Raihan Ali

Digital Marketing Specialist



## Personal details

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## Skills

- Facebook Marketing ●●●●●
- Instagram Marketing ●●●●●
- Linkedin Marketing ●●●●●
- Facebook Marketing API ●●●●●
- Twitter Marketing ●●●●●
- Search Engine Marketing ●●●●●
- Google Tag Manager And Tracking ●●●●●
- Advertisement ●●●●●

## Profile

Digital Marketing Specialist skilled at planning, executing and optimizing online marketing strategies. Promotes products successfully through multiple digital strategies. Achieves consistent successes with excellent planning skills and proactive campaign tracking.

## WORK EXPERIENCE

### Digital Marketing Specialist Apr 2022 - Present

- Executed organic and paid social media campaigns.
- Supported the development of a strategic reactivation campaign increasing customer retention rate.
- Participated in brainstorming meetings, contributing innovative ideas for upcoming marketing initiatives and branding efforts.
- Reviewed and proofread creatives to verify brand compliance across all communication channels.
- Created professional business correspondence, spreadsheets and presentations.
- Connected with influencers to increase reach of company posts.

### Marketing specialist Aug 2022 - Present

- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup promote the sale of goods and services.
- Consult with product development personnel on product specifications such as design, color, or packaging.

### Administrative assistant Jan 2023 - Present

- Performed general office duties, including answering multi-line phones, routing telephone calls or messages to appropriate staff and greeting visitors.
- Provided logistical support for programs, meetings and events.
- Promoted welcoming environment while managing receptionist area and fielding requests for information.

## Education

### Advance Digital Marketing And Shopify Mar 2022 - Feb 2023

**Dropshipping**  
Webcoder-It, Dhaka, Bangladesh

### Google Digital Marketing & E-commerce Feb 2022 - Aug 2022

coursera.org