

MD. ROKON

LEAD GENERATION SPECIALIST & BRAND STRATEGIST

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Location: Kushtia, Bangladesh

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PROFESSIONAL SUMMARY

Result-driven and detail-oriented Lead Generation Specialist, Digital Product Seller, and Brand Owner with extensive experience in client acquisition, B2B lead generation, and digital market research. Proven track record of identifying targeted business prospects, data scraping, and executing strategic outreach. Adept at managing brand assets, optimizing e-commerce business lifecycles, and leading impactful community organizations. Highly skilled in leveraging digital tools to maximize sales conversion and build valuable client relationships.

CORE COMPETENCIES

- **B2B Lead Generation:** Prospect list building, targeted audience research, LinkedIn Sales Navigator.
- **Data Extraction:** Web scraping, contact mining, email verification, database management.
- **Digital Marketing:** Customer acquisition, e-commerce branding, market positioning.
- **Tools & Technology:** Excel/Google Sheets, CRM tracking, Lead generation tools, Canva.
- **Brand Management:** Product presentation, asset creation, targeted campaign execution.
- **Soft Skills:** Strategic planning, executive communication, community leadership.

PROFESSIONAL EXPERIENCE

Founder & Brand Owner

Tukitaki Bazar

Oct 2025 – Present

- Successfully launched and scaled an independent e-commerce brand specializing in digital product sales and automated home delivery networks.
- Designed and implemented high-converting data collection pipelines and customer acquisition strategies to discover potential buyer leads.
- Created multi-channel marketing and branding collateral, matching targeted color aesthetics to drive customer retention and engagement.

Administrator / Operations Lead

Khoksa Blood Donors Society

Oct 2025 – Present

- Spearheaded digital operations, outreach strategies, and data management for a vital community-focused healthcare platform.
- Curated structured databases of voluntary donors, significantly streamlining resource matching and reducing response times during critical emergencies.
- Managed promotional assets, automated tracking tools, and digital communications to continuously engage the community.

EDUCATION & CERTIFICATIONS

Professional Training in Lead Generation & Digital Marketing

Advanced Technical Institute

Completed