



# MD. ASADUL ISLAM

PROFESSIONAL DIGITAL MARKETER

## CONTACT

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## HARD SKILLS

- SEO
- Social Media Marketing
- Shopify SEO
- Google AdSense
- WordPress Customization
- Lead Generation

## SOFT SKILLS

- Communication
- Team Building
- Time Management
- Organizing

## SOFTWARE KNOWLEDGE

- Microsoft Word, Excel, Powerpoint
- Google Docs, Sheets
- Photoshop CC, Illustrator CC (Basic)



## CAREER OBJECTIVE

As a Digital Marketing Specialist, I develop strategies to boost brand visibility and attract the right audience. I focus on driving business growth through effective digital marketing. My goal is to deliver measurable results and contribute to a successful team. In the next 3-4 years, I aim to expand my expertise and take on leadership roles within the digital marketing field.



## WORK EXPERIENCE

**DevsZone** 2025 - Present

Digital Marketing Executive

- Handle and optimize advertising campaigns across Google Ads, Facebook, Instagram, YouTube, and LinkedIn.
- Develop and manage content for social media, email marketing, and company websites.
- Conduct keyword research and SEO analysis to boost search engine visibility.
- Monitor and analyze campaign performance, preparing monthly ROI reports.

**Tech Dots** 2023 - 2025

Digital Marketing Jr. Executive

- Improve search rankings, enhance website performance, and drive organic traffic through on-page and off-page SEO strategies.
- Manage social media campaigns, create engaging content, and boost brand awareness.
- Develop strategies to attract and convert high-quality leads for business growth.
- Analyze marketing data, track campaign performance, and optimize strategies for better results.

**Gladiolus Fashion Wear Ltd.** 2021 - 2023

Assistant Merchandiser

- Managed communication between buyers, suppliers, and production teams to ensure timely order execution.
- Assisted in selecting materials, negotiating prices, and coordinating with vendors to maintain quality standards.
- Tracked production progress, ensured deadlines were met, and resolved any delays or issues.
- Monitored stock levels, coordinated shipments, and ensured on-time delivery of products.

## LANGUAGE

- English (Fluent)
- Bengali (Fluent)
- Hindi (Basic)

## ACTIVITIES & INTERESTS

- Traveling
- Photography
- Drawing & Sketching
- Listening Music
- Watching Movies
- Playing Chess, Cricket & Football



## EDUCATION

<b>MBA   Product &amp; Fashion Merchandising</b> Shanto-Mariam University of Creative Technology <b>GPA: 3.19 / 4.0</b>	2016 - 2017
<b>B.A Hons.   AMMT</b> Shanto-Mariam University of Creative Technology <b>GPA: 2.80 / 4.0</b>	2011 - 2015
<b>HSC   Business Studies</b> College of Finance & Management <b>GPA: 3.70 / 5.0</b>	2009 - 2011
<b>SSC   Science</b> Savar Cantonment Board High School <b>GPA: 3.13 / 5.0</b>	2007 - 2009



## TRAINING / CERTIFICATION

<b>Name :</b>	<b>Digital Marketing (Level 3 Certification)</b>
<b>Institution :</b>	National Skills Development Authority (NSDA)
<b>Topic :</b>	SEO & Social Media Marketing
<b>Certificate Status :</b>	Achieved
<b>Year :</b>	2025
<b>Name :</b>	<b>Digital Marketing</b>
<b>Institution :</b>	Creative IT Institute
<b>Topic :</b>	SEO, Social Media Marketing, Shopify SEO & Google AdSense
<b>Certificate Status :</b>	Achieved
<b>Year :</b>	2024



## EXTRA-CURRICULAR ACTIVITIES

<b>Vice President   Photography Club</b> Shanto-Mariam University of Creative Technology	2013 - 2014
<ul style="list-style-type: none"><li>• Guided student committees and encouraged teamwork to achieve goals.</li><li>• Planned and organized academic, cultural, and extracurricular events.</li><li>• Contributed to university programs and student development initiatives.</li><li>• Represented the university, built connections, and collaborated with students and faculty.</li></ul>	



## PERSONAL INFORMATION

- **Date of Birth :** 01 Feb 1993
- **Nationality :** Bangladeshi
- **NID :** 6872474306
- **Marital Status :** Married