



# SHAMIM HUSSAIN

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## PROFILE

I love to work with different sector and always seeking a challenging position where my strengths of creativity, strategic marketing and business analytics are utilized and maximized to achieve brand goals and drive revenue.

## OBJECTIVE

Want to utilize my expertise in the field of sales and marketing, thereby contributing towards the growth of the organization to achieve the maximum success for my career and for my company.

## EXPERIENCE

### 2. Digital Marketing Manager • AHZ Associates

**Employment Duration:** Feb 1 2019 – Present

#### **Key Responsibilities:**

- Plan and implement the overall digital marketing strategy including campaigns, events, digital marketing, and PR.
- Prepare and manage digital marketing budget
- Oversee all the company's social media accounts
- Suggest activities for improving the quality of online content
- Track and measure SEO and Google Analytics metrics and provide reports
- Build an inbound marketing plan Like Education Expo, Communication with Partners, University Open day etc.
- Research competitors and provide suggestions for improvement
- Measure ROI and KPIs

## SKILLS

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- Digital Marketing
- Event Management
- Marketing Communications
- Social Media Marketing
- Paid Marketing
- Fashion Marketing
- Information Technology
- Cyber Security
- Product Marketing
- E-Mail Marketing
- Customer Relationship Management (CRM)
- Software Management
- Team Management
- Leadership
- Telecommunications

### 3. Business & Digital Marketing Manager • Inception Group

**Employment Duration:** May 1 2018 – Jan 31 2019 (9 Months)

#### **Key Responsibilities:**

- Following up new business opportunities for E-Net Communication, Tour.com.bd, Bonik.biz, JolpaiHost and setting up meetings
- Conduct research to identify new markets and customer needs
- Corporate Market Planning & Strategy
- Build long-term relationships with new and existing customers
- Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain the social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

### 4. Marketing & Events Manager • REVE Systems

**Employment Duration:** May 2015 – April 2018 (3 Years)

#### **Key Responsibilities:**

- Development and implementation of the Brand strategy & Marketing strategy for new and existing products
- Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, and PR.
- Experiment with a variety of organic and paid acquisition channels – content creation, content creation, pay per click campaigns, event management, social media, lead generation campaigns, copywriting and performance analysis;
- Build strategic relationships and partner with key industry players, agencies and vendors
- Planning & Budgeting International and Local events such as Mobile World Congress, GITEX, International Telecoms Week, Digital World Bangladesh and BASIS SoftExpo etc.
- Measure and report performance of marketing campaigns, gain insight and assess against goals(ROI and KPIs)

## CONTACT INFO

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<https://www.linkedin.com/in/iceshamim>



<https://twitter.com/iceshamim>



<https://www.facebook.com/iceshamimiu>

### 5. Digital Marketing Consultant • REVE Antivirus

**Employment Duration:** Aug 2016 – April 2018 (1 Year 9 Months)

#### Key Responsibilities:

- Design and implement marketing strategies aligned with business targets & Measure ROI and KPIs and prepare budget
- Coordinate the creation of digital content for social media and AdWords campaigns
- Manage and improve online content, considering SEO and Google Analytics
- Develop specific campaigns to create and maintain high levels of customer interaction

### 6. Digital Marketing Manager • LE REVE

**Employment Duration:** Jul 2016 – April 2018 (1 Year 10 Months)

#### Key Responsibilities:

- Plan, recommend and prepare digital marketing strategies for increasing online & offline sales
- Give direction to marketing efforts with the most effective methods and tools
- Research social media strategies, implement and monitor social media (Facebook, Instagram) campaigns
- Increased online sales by implementing successful YouTube and Google AdWords (PPC & Display) campaigns

## PERSONAL DETAILS

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- **Permanent Address:**  
Village: Aguniapara,  
Post: Benipur, P/S:  
Shailkupa, District:  
Jhenidah.
- **Date of Birth:**  
December 31, 1985
- **Nationality:**  
Bangladeshi
- **Passport No:**  
BR0455577

## REFERENCES:

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### **Khaled Mahmud**

Assistant Professor  
IBA, University of Dhaka  
Cell: +8801712536013

### **Ajmat Iqbal**

CEO, REVE Systems  
Mail: sajal@revesoft.com  
Cell: +8801814655961

## PROFESSIONAL COURSE

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### **Institute of Business Administration, University of Dhaka**

Degree : Advanced Certificate in Business Administration  
Field of Study: Marketing Competencies For Managers (MCFM)  
Duration: Feb – March'2018

### **UY Lab**

Degree: Certificate in Digital Marketing for Professionals  
Duration: August – November 2018

## EDUCATION

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### **M.SC • ISLAMIC UNIVERSITY • KUSHTIA**

Subject: Information & Communication Engineering  
Passing Year: 2011 (1 Year)  
CGPA: 2.80 out of 4

### **B.SC • ISLAMIC UNIVERSITY • KUSHTIA**

Subject: Information & Communication Engineering  
Passing Year: 2009 (4 Years)  
CGPA: 2<sup>nd</sup> Class

### **HSC• SHISHUKUNJA SCHOOL & COLLEGE • JHENIDAH**

Division: Science  
Passing Year: 2003 (2 Years)  
CGPA: 3.90 out of 5

### **SSC• BENIPUR HIGH SCHOOL • JHENIDAH**

Division: Science  
Passing Year: 2001 (10 Years)  
CGPA: 4.00 out of 5