

Atanu Roy

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Career Objective

To work in the training industry and marketing department of different local or, a multinational group or, advertising agency of Bangladesh and grow rapidly with increasing responsibilities.

Key Proficiencies

- ✓ Social Media Branding & Growth Planning
- ✓ Website Development & Management
- ✓ Content Management & Animated Presentation
- ✓ Media Buying, Analytics & Insight Reporting
- * Adaptive
- * Team work
- * Passionate
- * leadership

Personal Information -Date of Birth: 01/03/1998 (26)
 -Blood Group: O positive

Working experience

Overseas Links Limited- Travel Company (2024) : Senior Digital Marketing Executive

- 02 Million Organic Reach in Facebook within 80 days
- Growth Planning for Digital Media, Content creation & Branding
- Develop In House Training, Content Templates & Email Templates

Enroute International Limited- SEIP Project (2023): Trainer, Digital Content Management

- Reorganize & Optimize the learning materials and subjects
- 03 Business Developed Online Presence Among 50 Trainee

Healthinfohd- A Swedish Magazine (2022) : Social Media Marketing Manager

- 200+ YouTube video SEO & Promotion
- 400+ Contents Design including Copy, Static, and Video
- All Social Media Channels Optimization & Content management
- Social Media Analysis & Strategic Planning

Adpropoint - Marketing Agency (2021) : Digital Marketing Executive

- 100000+ takas : Media Buying- Meta Ad & Google Ad
- 1000+ Design Static Contents & Copy
- Ecommerce Branding & Analysis
- Website Design & Development of Social channels & FB group

PPTPlanner (2020) : Instructor of MS PowerPoint, Canva

ABS Coaching (2018- 2022) : Finance and Management Instructor

Internship Experience

Learning Bangladesh (2021) : An Ed-tech platform of Bangladesh

Export Import Bank of Bangladesh (2021)

Professional Certification

Certified Trainer by NSDA (National Skill Development Authority)

Competency Level 3: Digital Marketing for Freelancing

Academic Qualification

Bachelor in Business Administration - 2022

Major in **Human Resource Management & Finance**, East West University

Higher Secondary School Certificate - 2015

Business studies group, **100% Attendance**, Dhaka board, Notredame College

Secondary School Certificate - 2013

Business Studies group, **Govt. scholarship**, Dhaka board, Narayangonj Ideal School

Professional Training

Digital Marketing Strategy 2024 - Nazim Consultancy

ChatGPT A to Z - Learning Bangladesh

Ecommerce / F-commerce Mastery - Idean Consultancy

Facebook Ad & Marketing Mastery - Idean Consultancy

Content Marketing Course - Proloy Hasan

Digital Marketing Training - Instructory

Digital Marketing course - LEDP (Govt.Project)

Sales Maestro Training - KORE SEARCH

MS Excel & MS PowerPoint Training- Md. Anwar Hossain Fakir sir

Awards & Appreciation

National Oral Presentation 2019 - Semifinalist

PWK Nationals 5.0 - Quarter finalist

Rotaract District Award - Best Club service Director 2019

Extra-Curricular Activities

Rotary International, Rotaract Club of Baridhara - **President** 2020-21

East west university Investment and Finance club - Founding Member

EWU Environmental & Social Club (2016-2018) - Teacher, Adult Literacy Program

Language skill - Mother tongue: Bengali and Working fluency in English

Reference: Mr. Biswajit Mandal, Principal - Enroute Institute, Email: biswajit@enroute.com.bd