

# MD. SOURAV ALAM PRODHAN

DIGITAL MARKETING AND VIDEO EDITOR



## CONTACT

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## SKILLS

- Content Creation
- Project Management
- Proficiency in Video Editing Software
- Storytelling through Visuals
- Search Engine Optimization (SEO): SEMrush and Ahrefs
- Social Media Marketing: Meta Business Suite, YouTube Studio, Sprout Social Media
- Paid Advertising (PPC)
- Data Analysis
- Communication Skills & Adaptability
- Video Production & Post-Production
- Email Marketing
- Collaboration & Teamwork

## LANGUAGES

- English (Fluent)
- Bangla (Native)

## REFERENCE

### Ashikur Srabon

Deputy Chief News Editor, NEWS24

Phone: +8801716604406

Linkedin: [linkedin.com/in/ashikur-srabon-7b0884120](https://www.linkedin.com/in/ashikur-srabon-7b0884120)

## PROFILE

I am a dynamic and results-oriented professional with three years of experience in video editing and digital marketing management at prominent media organizations in Bangladesh. I possess a proven ability to produce engaging video content and implement effective digital marketing strategies that promote audience growth and align with organizational objectives in a fast-paced media landscape.

## WORK EXPERIENCE

### NEWS24 TV

MAY, 2025-PRESENT

#### VIDEO EDITOR

- Create diverse content formats (blogs, social media, videos).
- Edit high-quality, brand-consistent content.
- Optimize content for SEO and manage social media platforms.
- Engage with the audience and plan consistent posts.
- Execute campaigns, track performance, and manage advertising.
- SEO & SEM (Search Engine Optimization & Marketing)
- Create and optimize content (including video) for digital platform

### KHELA 71

SEP, 2024 - JAN, 2025

#### VISUAL DESIGNER

- Manipulate and edit film pieces in a way that is invisible to the audience
- Take a brief to grasp the production team's needs and specifications
- Trim footage segments and put together the sequence of the film
- Input music, dialogues, graphics and effects
- Create rough and final cuts

### THE DAILY MESENGER

JAN, 2023- JULY, 2024

#### Digital Marketing Manager & Video Editor

- Developing and executing comprehensive digital marketing strategies.
- Monitor and maintain brand consistency across all marketing channels and materials.
- Content Marketing
- SEO & SEM (Search Engine Optimization & Marketing)

## EDUCATION

### Bachelor of Science (ESDM)

2019-2023

Daffodil International University, Dhaka

GPA: 3.54 / 4.0

### Higher Secondary Certificate (Science)

2015-2018

Mohammadpur Central University College, Dhaka

GPA: 3.25/5.00