



# Rozi Osman

## Digital Marketing Specialist | Trainer

+8801852495023

rozyosman6@gmail.com

http://linkedin.com/in/rozi-osman

Dhaka, Bangladesh

### Professional Summary

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Experienced Digital Marketing Professional (5+ years) with a strong record in SEO, SMM, Google Ads, and more. Trained over 2,000 students and successfully managed 50+ projects across global and local markets.

### Professional Experience

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#### Deputy Assistant Manager and Faculty

October 2021 – Present

##### Creative IT Institute

- Trained over 2000 Marketers.
- Recognized Best Mentor Award, 2024.
- Directly contributed to company sales growth.
- Presented over 70 Digital marketing seminars.
- Conducted over 50 Digital marketing workshops.
- Promoted to Deputy Assistant Manager in July 2024
- Actively participated in key managerial decision-making processes.
- Trained Post Graduate Diploma (PGD) students at National University.
- Contributed to company lead generation strategies and revenue growth.

#### Digital Marketing Project Manager

October 2022 – Present

##### dMarkcy, Sister Concern of Creative IT Institute

- Successfully managed multiple Digital Marketing projects.
- Focused on ROI through smart targeting and performance tracking.
- Planned, executed, and optimized PPC campaigns on various platforms.
- Ensured all projects were completed on schedule and met client expectations.

#### Digital Marketing Consultant

July 2020 – October 2024

##### Codixel (Remote)

- Developed & Implemented Comprehensive Strategies.
- Conducted Data-Driven analysis to generate actionable insights.
- Worked with a diverse portfolio of clients across various industries.

#### Project Assistant

##### Aspire to Innovate (a2i)

March 2021 - September 2021

- Supported research, data analysis, and performance monitoring.
- Prepared project documentation, reports, and policy briefs.
- Managed project tracking systems and ensured the timely submission.

### Education

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#### Master of Business Administration (MBA) in Marketing

Graduated: July 2024

Eastern University

CGPA:3.63

### Skills

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|-------|-------|---------------|-------------------|---------------------|-------------------|
| • SEO | • PPC | • Google Ads  | • Email Marketing | • Content Marketing | • Market Analysis |
| • SMM | • CRO | • Shopify SEO | • AI in Marketing | • Public Speaking   | • Team Leadership |

### Certification

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|--|---|
| • NSDA Certified Level 03 Digital Marketer                 | • Advanced SEO Strategies by UC Davis               |
| • CBT&A Certified Level 04 Digital Marketer                | • Marketing Analytics by the University of Virginia |
| • Machine Learning for Business Professionals Google Cloud | • Generative AI Mastermind Workshop by Outskill     |