



Rozi Osman

Digital Marketing Specialist | Digital Marketing Trainer

Over 5 years of experience in Digital Marketing training, with a track record of successfully instructing more than 2,000 Marketers. Skilled in developing and executing highly engaging marketing campaigns, utilizing digital marketing strategies, and analyzing data to optimize campaign performance. Proficient in Social Media Marketing, SEO optimization, Email marketing, Google Ads, Shopify SEO, Affiliate Marketing, and Marketing Automation. Demonstrated leadership abilities in building and managing teams that drive change, add value, and promote organizational best practices.

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Education

Master of Business Administration

Eastern University

Major: Marketing

Passing Year: 2024

Result: CGPA-3.63 (out of 4.00)

Bachelor of Business Administration

ISTT

Major: Finance

Passing Year: 2021

Result: CGPA-3.39 (out of 4.00)

Expertise

- SEO
- SEM
- SMM
- PPC
- Public Speaking
- Email Marketing
- Video Marketing
- Content Marketing
- Time Management
- AI Driven Marketing
- Brand Development
- Influencer Marketing
- Agency Management
- Conversation Rate Optimization

Award

Best Mentor Award, [2024]: Recognized for exceptional mentorship and contributions to the professional development of students and colleagues in the field of digital marketing.

Achievement

- Completed 50+ projects
- Trained 2000+ students
- Conducted 30+ university's Workshop & Seminar of Digital Marketing
- NSDA Certified Level 03 Digital Marketer
- CBT&A Certified Level 04 Digital Marketer

Strengths

Analytical Thinker

With a strong aptitude for data analysis, I am able to identify trends, insights, and opportunities to drive targeted marketing strategies resulting in increased customer acquisition and retention.

Adaptability

Thriving in dynamic work environments, I am able to quickly adapt to new technologies, trends, and strategies, ensuring the delivery of innovative and effective marketing campaigns.

Volunteering

Bangladesh Innovation Forum

Aug 2018 – Sept 2021

Volunteered at Bangladesh Innovation Forum, a non-profit organization dedicated to fostering national progress by empowering youth through innovative ideas. Contributed actively to various initiatives aimed at encouraging creativity and development among young innovators. Demonstrated strong commitment, productivity, and continuous learning throughout the volunteering experience. This role enhanced my skills and allowed me to add meaningful value to both the organization and my personal growth in a dynamic, innovation-driven environment.

Work Experience

Deputy Ass.t. Manager

Creative IT Institute

July 2024 – Present (Full Time)

Accomplished Deputy Assistant Manager at a leading IT company specializing in digital marketing training and production. Contributed significantly to sales and revenue growth, supported lead generation strategies, and played a key role in managerial decision-making to enhance overall business performance.

Digital Marketing Project Manager

dMarcky (A sister concern of Creative IT)

October 2022 Present (Full Time)

Managed multiple Digital Marketing projects simultaneously, ensuring timely delivery and alignment with client expectations. Worked closely with clients to understand their business goals and deliver customized digital marketing solutions. Plan, execute, and continuously optimize pay-per-click (PPC) campaigns across various digital platforms to maximize return on investment (ROI).

Digital Marketing Trainer

Creative IT Institute

October 2021 Present (Full Time)

Digital Marketing Trainer at Creative IT Institute, one of the leading IT institutes in South Asia, delivering comprehensive training to over 2,000 digital marketing enthusiasts. I have also gained experience by participating in several workshops hosted by private universities and non-profit organizations, which I believe have deepened my skills. Moreover, I have presented over 70 digital marketing seminars at academic institutions, contributing to the growth and industry readiness of emerging marketing professionals.

Digital Marketing Consultant

Codixel

July 2020 – October 2024 (Part Time)

As a Digital Marketing Consultant at Codixel, I develop and implement comprehensive digital marketing strategies tailored to meet the unique needs of diverse clients. I leverage my expertise to enhance brand visibility, drive web traffic, and increase customer engagement and conversions. Utilized tools like Google Analytics and SEMrush to monitor campaign performance, generate insights, and optimize strategies based on data-driven analysis.

Project Assistant

Aspire to Innovate

March 2021 – September 2021 (Full Time)

Served as a Project Manager at a2i, an organization responsible for managing government projects. Key responsibilities included maintaining the CRM system, coordinating project activities, and monitoring project schedules, resources, and information to ensure timely and efficient project execution.

Certifications

Coursera

- Marketing Analytics (University of Virginia)
- Introduction to Social Media Marketing (Meta)
- Generative AI Mastermind workshop by (Outskript)
- Creative Problem Solving (University of Minnesota)
- New Models of Business in Society (University of Virginia)
- Optimizing a Web for Search (University of California, Davis)
- Machine Learning for Business Professionals (Google Cloud)
- Advanced Search Engine Optimization Strategies (UCDAVIS)
- Advance Content and Social Tactics to Optimize SEO (UCDAVIS)
- The Strategy of Content Marketing (University of California, Davis)
- Preparing to Manage Human Resources (University of Minnesota)
- Communication Strategies for a Virtual Age (University of Toronto)
- Teamwork Skills: Communicating Effectively in Groups (CU-Boulder)
- Website Optimization Client Report Project (University of California, Davis)
- Search Engine Optimization Fundamentals (University of California, Davis)
- Project Management: The Basics for Success (University of California, Irvine)