



Rozi Osman

Digital Marketing Specialist | Trainer

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Professional Summary

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

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

Master of Business Administration (MBA) in Marketing
Eastern University

Graduated: July 2024
CGPA: 3.63

Skills

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

Certification

- | | |
|--|---|
| • 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 |