



MD SHAHADAT HOSEN SAGOR

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<https://www.behance.net/gallery/184072783/Banner-for-Education-Consultancy> | **Facebook:**

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Address: Bangladesh, Dhaka, Panthapath, 1215, Dhaka, Bangladesh (Work)

ABOUT ME

I am a creative and detail-oriented digital marketer and visual designer passionate about delivering visually compelling solutions that resonate with prospective students. Proficient in industry-leading design software and digital marketing strategies, I excel at collaborating with clients to bring their ideas to life. I am committed to providing high-quality, impactful designs and campaigns within deadlines to attract and engage students while promoting study abroad opportunities.

WORK EXPERIENCE

01/01/2025 – CURRENT Dhaka, Panthapath, Bangladesh

DIGITAL MARKETER ALLIANCE CONSULTANCY (STUDENT VISA CONSULTANCY)

- Website & Social Media Management:** Maintain and update online presence.
- Content Creation:** Create blogs, videos, and success stories.
- SEO:** Optimize website content for better search engine ranking.
- Paid Ads:** Run Google and social media ads for lead generation.
- Email Marketing:** Design targeted email campaigns.
- Branding:** Develop and maintain online brand presence.
- Campaigns:** Run digital campaigns to attract students.
- Analytics:** Track and report campaign performance.
- Engagement:** Communicate with students and answer queries.
- Collaboration:** Work with counselors and educational institutions.
- Reputation Management:** Monitor and respond to online reviews.
- Student Counseling (Online & In-Person):** Provided guidance on options for courses, universities, and study abroad.

01/06/2024 – 01/09/2024 Dhaka, Paltan, Bangladesh

MARKETER WITH STUDENT COUNSELOR FLY ABROAD (STUDENT VISA CONSULTANCY)

Marketing Duties:

- Develop and execute marketing strategies to promote study abroad programs
- Manage paid campaigns (PPC), SEO, email marketing, and social media platforms
- Create engaging content and promotional materials tailored to student audiences
- Conduct webinars, info sessions, and educational fairs to build brand awareness
- Analyze campaign performance and optimize for lead generation and conversion
- Build partnerships with schools, colleges, and online platforms to increase outreach

Student Counseling Duties:

- Guide students in selecting suitable courses, universities, and study destinations
- Assess student profiles and provide tailored academic and career advice
- Assist with admission processes, including application submissions and SOP reviews
- Provide visa guidance and pre-departure support
- Maintain ongoing communication with students and ensure a smooth admission journey
- Keep up-to-date with university requirements, intakes, and scholarship options

01/07/2023 – 29/02/2024 Banani, Dhaka, Bangladesh

VISUAL DESIGNER AND DIGITAL MARKETER G-TAJ TOURS & TRAVELS (EUROPE WORK VISA AGENCY)

- Analyze study design briefs and define key objectives and deliverables
- Strategize project workflows and allocate resources within budget constraints

- Conceptualize visuals aligned with client goals and brand identity
- Produce initial design drafts and deliver compelling presentations of ideas

Digital Marketing Focus:

- Pay-Per-Click (PPC) Advertising
- Social Media Strategy & Management
- Creative Ad Campaign Development
- Precise Audience Segmentation & Targeting

01/07/2022 – 31/05/2023

VISUAL DESIGNER AND DIGITAL MARKETER AFREEN TOURS & TRAVELS LIMITED (EUROPE WORK VISA AGENCY)

- Interpret design briefs to define goals, timelines, and budgets
- Develop and present visual concepts aligned with client needs
- Manage PPC strategies and optimize social media presence
- Execute targeted ad campaigns to engage key demographics

02/03/2022 – 30/06/2022 Paltan, Dhaka, Bangladesh

VISUAL DESIGNER AND DIGITAL MARKETER HOLYDAY TOURS AND (EUROPE WORK VISA AGENCY)

- Assess design briefs to define project requirements and scope
- Plan project timelines and manage budget limitations
- Create and present visual concepts aligned with objectives
- Execute PPC, manage social media, and run targeted ad campaigns

01/02/2021 – 31/12/2021 Dhaka, Paltan, Bangladesh

VISUAL DESIGNER AND DIGITAL MARKETER BELAL TRAVELS (EUROPE WORK VISA AGENCY)

- Develop visual concepts and present creative drafts
- Plan projects with clear scope, timeline, and budget
- Manage PPC, social media, and ad campaigns
- Target and engage specific audience segments

● EDUCATION AND TRAINING

29/05/2019 – 16/07/2022 Barishal, Bangladesh

B.S.C IN COMPUTER SCIENCE AND ENGINEERING University of Global Village(UGV)

Website <https://ugv.edu.bd/>

07/03/2015 – 06/11/2019 Barisal , Bangladesh

DIPLOMA IN COMPUTER SCIENCE INFRA POLYTECHNIC INSTITUTE

Address Barisal , 8200, Barisal , Bangladesh | Website <https://www.infra.edu.bd/>

01/03/2024 – 31/05/2024 Dhaka, Dhanmondi, Bangladesh

SOCIAL MEDIA MARKETING Creative IT: Professional IT Training Institute in Bangladesh

Website <https://www.creativeit institute.com/> | Level in EQF EQF level 3

01/02/2020 – 02/05/2020 Dhaka, Bangladesh

MOTION GRAPHICS Creative IT: Professional IT Training Institute in Bangladesh

Website <https://www.bn.creativeit institute.com/> | Level in EQF EQF level 2

01/04/2017 Dhaka, Bangladesh

GRAPHIC DESIGN BTEB

Website <https://bteb.gov.bd/> | Level in EQF EQF level 3

● LANGUAGE SKILLS

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● SKILLS

Photoshop | Graphics design | IT | illustrator | after effcets | Video editing | Motion Graphics | marketing analytics | online ads campaign techniques