

Abdullah Romman

Marketing & Communication Specialist | Strategic Brand Development

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Career Objective:

Results-driven Marketing and Communication Specialist with over 5 years of experience at Gazi Group, specialising in digital marketing, brand development, and e-commerce growth. Demonstrated ability to lead impactful campaigns, analyse performance data, and drive measurable business success. Honored as Employee of the Year 2023 for outstanding contributions, innovation, and effective cross-functional collaboration.

Professional Experience:

Executive- Digital Marketin

Gazi Group

Duration: August 2021-Present

Major Responsibilities:

- Drive growth and performance of the e-commerce platform through effective marketing strategy, execution, and team leadership.
- Develop and execute integrated marketing strategies across paid media, social channels, and marketplaces. (Daraz, Pickabo, Rokomari, etc.)
- Plan and oversee digital campaigns (Social Media ads) aligned with business goals.
- Promote Sales & Identify and target potential customers through various channels
- Public & Media Relations through Graphics Design and Content Writing.
- Analyse market trends, competitors, and customer needs to identify opportunities.
- Manage social media accounts
- Product Positioning & Branding in a different kind of marketplace.
- Review planned orders, create purchase item requisitions, and manage the approval process.
- Develop and grow B2B & third-party e-commerce business opportunities
- Negotiate offers provided by suppliers to ensure the best price and service.
- Select media buying for different posts based on customer demand.
- Identify opportunities, researched new product possibilities, collaborated with different teams, and created campaigns generating sales.
- Coordinate with cross-functional teams for teamwork
- Performed ongoing customer/market research and demographic profiling to identify and capitalise on unmet market needs ahead of the curve.

Junior Officer - Head of Service

Gazi Group

Duration: January 2020- July 2021

Major Responsibilities:

- Purchase inventory for stock and supply to specified Customers.
- New Product Analysis based on the market.
- Resolve invoice-related discrepancies with vendors
- Pricing of different products based on the quality, customer demand, and purchase cost.
- Prepare and process all required documentation to purchase the goods and services.

Essential Competency

Functional Competency Expected	Behavioural Expected	Unique Skills Expected
<ul style="list-style-type: none">○ Social media analytics and strategy○ Experience with marketplace advertising○ Funnel strategy thinking○ Marketing automation setup○ Market Research & Consumer Insights○ Media Buying○ Campaign Management	<ul style="list-style-type: none">○ Proactive Communication○ Problem-solving mindset○ Accountability○ Team Leadership & Collaboration	<ul style="list-style-type: none">○ Illustrator○ Photoshop○ Excel & Word○ Performance Analytics

Achievement: Employee of the Year-2023 (Gazi Group)

Last Education:

Bachelor of Business Administration BBA Finance & Banking Bangladesh Islamic University Passing Year-2023
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Personal Information:

Full Name : Abdullah Al Mamun Romman
Father's Name : Akramul Hoque
Mother's Name : Ayesha Akter
Nationality : Bangladeshi
Date of Birth : 26th March 1998
Marital Status : Unmarried
Height : 5.10''
Weight : 72KG
Blood : B+
Present Address : 308/2, Tilpapara, Khilgao Dhaka-1219.

References:

Reference 1	Reference 2
Ashraf Uddin Parvez Chief Operating Officer (COO) Gazi Group	Nizam Uddin Ripon Chairman Amanah Travels & Tours