

MD. SAJJAD ISLAM

MARKETING MANAGER

CONTACT

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- 24, Lalmohon Shah Street - Wari
Dhaka - Bangladesh

EDUCATION

Higher Secondary School Certificate

Shaikh Burhanuddin Post Graduate College

2021-2022

Group - Arts and Humanities

Secondary School Certificate

Shaheed Smrity High School

2016

Group - Arts and Humanities

REFERENCES

Available upon request.

PROFILE

A marketing manager with over 4 years of experience in developing and implementing successful marketing strategies to drive business growth. Proven track record of increasing brand awareness and product engagement through targeted campaigns and events. Skilled in data analysis and market research to identify opportunities and trends, and in leading cross-functional teams to execute campaigns on time and within budget. Experienced in developing and managing budgets, and in using digital marketing tools to improve ROI.

Worked in lots of companies as a freelancer in my field and help them . Results-driven professional with a passion for creating and executing impactful marketing initiatives that engage customers and drive growth.

WORK EXPERIENCE

Marketing Manager & Influencer Management

SHANGHAI MOONTON TECHNOLOGY CO. , LTD

2021-Running

- Trade show and event planning and management
- Marketing strategy development and implementation
- Influencer marketing and partnership development
- Campaign planning and execution
- Market research and analysis
- Content marketing and content strategies
- Budget management and cost control
- Cross-functional team leadership
- Digital marketing and social media management
- Customer engagement and relationship building
- Industry trend tracking and analysis
- Search engine optimization (SEO)
- Creative problem solving and innovation

Marketing Manager & Moderator

BIGO TECHNOLOGY PTE. LTD.

2019-2021

- Marketing strategy development and implementation
- In-app system management and moderation
- Influencer marketing and partnership development
- Campaign planning and execution
- Market research and analysis
- Budget management and cost control
- Cross-functional team leadership
- Digital marketing and social media management
- Customer engagement and relationship building
- Copywriting and content creation
- Industry trend tracking and analysis
- Creative problem-solving and innovation

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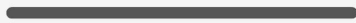
www.linkedin.com/in/shariansaju/



24, Lalmohon Shah Street - Wari
Dhaka - Bangladesh

LANGUAGES

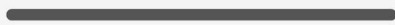
English



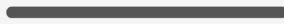
French



Bangla



Hindi



SKILLS & EXPERTISE

- Marketing strategy development and implementation
- Campaign planning and execution
- Digital marketing and social media management
- Market research and analysis
- Brand management and awareness building
- Customer engagement and relationship building
- Event planning and management
- Budget management and cost control
- Data analysis and metrics tracking
- ROI optimization and performance tracking
- Cross-functional team leadership
- Presentation and public speaking skills
- Marketing automation and CRM management
- Influencer marketing and partnership development
- Content creation and copywriting.
- COMPUTER SKILL: MS Office (MS word, MS Excel, PowerPoint)
- Content Management Systems (CMS) such as WordPress

VOLUNTEER WORK

Volunteer Marketing Manager

Vivo Bangladesh

2021

- Managed a team of 10 volunteers in the creation and implementation of a new product launch campaign for VIVO Mobile's latest smartphone
- Developed and executed a multi-channel marketing plan, including social media, email marketing, and in-store promotions
- Collaborated with the sales team to develop and implement in-store promotions that resulted in a 15% increase in sales
- Collaborated and managed with social media/short video influencers to increase sales and promote products
- Trained and mentored junior volunteers in marketing techniques, digital marketing, and event planning, leading to their successful completion of projects and increased involvement with the company.

Volunteer Marketing Helper

OPPO

2021

- Created engaging and informative content, such as blog posts, infographics, and videos, to educate consumers about the product and increase brand awareness
- Built and maintained relationships with key influencers and media outlets to secure coverage and increase brand exposure
- Collaborated and managed with social media/short video influencers to increase sales and promote products

MD. SAJJAD ISLAM

MARKETING MANAGER

TO WHOM IT MAY CONCERN,

I am writing to express my interest in the Marketing Manager position at your company. With over 4 years of experience in developing and executing successful marketing strategies, I am confident that I have the skills and expertise needed to make a valuable contribution to your team.

At (BIGO TECHNOLOGY PTE. LTD., SHANGHAI MOONTON TECHNOLOGY CO., LTD) I was responsible for creating and implementing targeted marketing campaigns that increased brand awareness, product engagement, and revenue. I utilized market research and data analysis to identify opportunities, and I led cross-functional teams to execute campaigns within budget and on time. I also developed and managed budgets, and I used digital marketing tools to improve ROI.

I am a results-driven professional with a passion for creating impactful marketing initiatives that engage customers and drive growth. I am confident that my experience in developing marketing strategies, executing campaigns, and managing teams would make me an excellent fit for the Marketing Manager position at your company.

I am excited about the opportunity to bring my skills and expertise to your team and help drive the growth of your business. I would welcome the chance to meet with you to discuss my qualifications in more detail. Thank you for considering my application.

SINCERELY,



MD. SAJJAD ISLAM
