

# MD ARIFUL ISLAM

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## EDUCATION

### Bachelor of Business Administration in Marketing

(Jan 2019 - May 2024)

University of Rajshahi, Bangladesh.

- I ranked 405th among 24,000+ business applicants nationwide during my university admission in Bangladesh.
- CGPA: **3.46**

**Relevant Coursework:** Marketing Management, Advertising & PR, Consumer Behavior, International Business, International Marketing, Strategic Marketing, Business Research Methods, Quantitative Business Analysis, Competitive Analysis, Marketing Research & Digital Marketing.

## RESEARCH INTERESTS

Digital Marketing Strategy & Consumer Behavior, Business Analytics & Data-Driven Decision Making, AI Applications in Marketing & Personalization, Social Media & Social Media Marketing, E-commerce, International Marketing & Cross-Cultural Marketing

## RESEARCH EXPERIENCES

**Thesis Title** : “*Impact of AI Technology on Personalized Marketing Practices: An Empirical Study on Businesses in Rajshahi Metropolitan City*”  
(Jan 2025 - Ongoing)

**Thesis Objectives** : 

- To examine the role of AI in improving customer targeting strategies, including segmentation and recommendation systems.
- To assess how AI-powered tools are being used for content customization in marketing campaigns, social media, and advertising.
- To evaluate the effect of AI-driven personalized marketing on customer engagement, satisfaction, and loyalty.
- To provide practical recommendations for businesses in Rajshahi on leveraging AI technology to enhance their personalized marketing strategies.

**Supervisor** : Professor Mohammad Nirjhar Rahman, University of Rajshahi

**Internship Project** : “*Analyzing Media Buying Strategies of NEXT Ventures: Evaluation of Customer Ad Relevance*”  
(Dec 2023 - Apr 2024)

Identified that NEXT Ventures' ads had high visibility and influence among experienced traders (36–65 years), but required stronger personalization. Recommended targeted messaging, platform optimization, and data-driven strategies to improve ad relevance and engagement.

**Supervisor** : Professor Dr. A.K.M. Golam Rabbani Mondal

## PROFESSIONAL EXPERIENCE

**Digital Marketing Manager (Remote)** (May 2025 - Present)

KmXtend Hair Extensions

- Drove 1300%+ ROAS, generating \$40K+/month via full-funnel Google & Meta ads for a premium haircare brand.
- Boosted conversion rate by 65% and cut CPA by 50% through creative, audience, and bid optimization.
- Built UGC-based Reels, remarketing, and tracking systems - leading to a 280% revenue growth in 6 months.

**Digital Marketing Intern** (Feb 2024 – Apr 2024)

NEXT Ventures, Dhaka

- Supported digital campaign execution across Google, Meta, Bing, and Twitter (X)
- Analyzed international campaigns (Nigeria, Egypt, KSA, etc.)
- Helped raise USD 10,00,000+ through Leap Year & BOGO offer campaigns for FundedNext

## **LEADERSHIP & VOLUNTEERING**

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### **Convening Committee Member | Founding Vice-President**

(Oct 2023 - Apr 2024)

#### Rajshahi University Marketing Club (RUMARC)

- Co-founded the club to promote marketing skills, networking, and professional growth among students.
- Developed the club constitution and designed the executive organogram to establish a structured governance model.
- Led and coordinated major programs, including seminars with Marico Bangladesh, PRAN-RFL job fair, and workshops on CV writing, higher studies, and Excel mastery.
- Managed a dynamic executive team, demonstrating strong leadership, organizational, and communication skills.

#### Organized, 87th Bangladesh Local Guides Meet-up (Apr 2018), affiliated with Google Local Guides Bangladesh (BDLG).

- Led a Photo Walk and Geo Walk in Chittagong to update local business data and photos on Google Maps.
- Engaged the community in map editing, promoted digital mapping awareness, and facilitated knowledge sharing among Local Guides.

### **Associate member**

(Apr 2019 - Jun 2022)

#### United Nations Youth and Students Association of Bangladesh, Rajshahi

- Facilitated MUNs and social impact events (Eid drives, clothing for underprivileged children)

## **CERTIFICATIONS & SKILLS**

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- Google Analytics Certification - by Google Skillshop, 2023
- Certificate of appreciation in Fostering Education and Digital Learning category - by Youth Opportunities, 2020
- Fundamentals of Digital Marketing - by Google Digital Garage / Google Skillshop, 2020

**Digital Skills:** Digital Marketing, Google Ads, Google Analytics 4, Facebook/Meta Ads, MS Office, SEM (Expert), SMM (Expert)

**Soft Skills:** Leadership, Strategic Thinking, Communication, Event Planning

**Software:** SPSS, Excel, R, and STATA

**Languages:** Mother tongue(s): Bengali (Bilingual), Other language(s): English (Proficient)

## **INTERESTS/ACHIEVEMENTS**

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**Interests:** Football, Volleyball, Traveling & Meeting New People, Watching Movie Series, Reading Blogs (Technology)

**Achievements:** Feni Zilla Annual Sports Competition (2013) - 🏆 Champion – Volleyball 🏊 2nd Place – Swimming

**Scholarships:** Marhum Alhaj Md Nurul Huda Foundation Primary Merit Scholarship (2010) - Secured 7<sup>th</sup> Position.

## **REFERENCES**

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### **Dr. Md. Nuruzzaman**

Professor & Chairman

Department of Marketing, University of Rajshahi

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### **Dr. M. Borak Ali**

Professor

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