



MOHAMMAD ISMAIL EMON

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SUMMARY

A versatile Digital Operations Manager with expertise in software bug detection, customer support, and digital marketing. Skilled at identifying and reporting software issues to developers, ensuring smooth system operations, and enhancing customer experience. Proficient in managing digital marketing campaigns, SEO strategies, and automating processes to improve business efficiency. Adept at using analytics tools, tracking performance, and driving growth through data-driven insights. Looking to leverage my skills in software support, digital marketing, and operational management to contribute to business success.

WORK EXPERIENCE

Digital Ops Manager | Marketing Automation & SEO **Nov 2023 - Present**
Oasis Outfit | Zii Zii Island

- Detected and reported software bugs, working closely with the development team to resolve issues and ensure smooth operations.
- Automated payroll processing for 120+ employees, reducing processing time and improving accuracy.
- Managed SEO strategy, improving search rankings and driving organic traffic for key branded keywords.
- Led Facebook Ads campaigns and tracked performance using Google Analytics and Facebook Pixel.
- Developed automated customer support systems, including Messenger and comment auto-reply bots, enhancing engagement.
- Provided comprehensive performance reports and actionable insights to guide strategic decisions.

EDUCATION

Bachelor of Computer Science & Engineering **Nov 2019 - Feb 2024**
International Islamic University Chittagong, Bangladesh

CGPA: 3.23 out of 4

Thesis on "The Role of Machine Learning in Increased Cyberbullying Claims".

Computer Club IIUC

Assistant General Secretary, IIUC Computer Club

RELEVANT SKILLS

- Office & Design: Excel, Word, PowerPoint, Illustrator, Canva
- Analytics & Tracking: Google Analytics (GA4), Google Tag Manager
- Ad Management: Facebook Ads Manager, Commerce Manager
- Analytics & Tracking: Google Analytics (GA4), Google Tag Manager
- Operations Management: Notion, Notepad
- Search Engine Optimization (SEO): On-Page & Off-Page SEO, Technical SEO & Local SEO
- Programming Skills & Databases: C, C++, JavaScript, Java, PHP, Python, HTML, CSS, React.js, MySQL, MongoDB, Phpmyadmin

PROJECT

Quran-For-Ummah : [Live site](#) / [Client Site](#) / [Server Site](#)

Overview : Quran and Hadith Platform-based React Project

Technologies Used : React, MongoDB, Node, Express, Firebase, React-Dom Tailwind CSS, Daisy UI, Vercel, react-helmet.

Achievement: Finalist in the National STEAM Olympiad. ([Certificate](#))

Abacus Academy : [Live site](#) / [Client Site](#) / [Server Site](#)

Overview : Education Platform-based React Project

Technologies Used : React, MongoDB, Node, Express, Firebase, Tailwind CSS, Daisy UI, Vercel, react-helmet.

PROFESSIONAL TRAINING

- Complete Web Development Course With Jhankar Mahbub Programming Hero ([Certificate](#))
- Facebook Ads 2024: Launch Your Best Advertising Campaign, Instructors: Anton Vroniuk, Vlad Bogutskiy, Anton Vroniuk Support ([Certificate](#))
- SEO for Freelancing' course from 10 Minute School! Search Engine Optimization (SEO) ([Certificate](#))

AWARDS/ACTIVITIES

- One of my standout achievements is my Quran for Ummah project, which was selected as a [Finalist in the National STEAM Olympiad](#), where I secured an impressive 5th place. July, 2024
([Certificate](#))
- Another notable achievement is being selected for the virtual round of the [NASA Space Apps Challenge](#), where I had the chance to collaborate with like-minded individuals on real-world challenges in space exploration and technology. Oct, 2024
([Certificate](#))

LANGUAGES

Bangla, English, Hindi.

REFERENCES

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