

FORHAD HOSSAIN

WEB DEVELOPMENT & DIGITAL MARKETING SPECIALIST

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Address Dhaka, Bangladesh



ABOUT ME

Technology-driven professional with over **10+ years of hands-on experience** across Web Development, UI/UX Design, Digital Marketing, and Graphic Design. Proven ability to build user-centric digital products, execute performance-focused marketing strategies, and deliver measurable business growth. Adept at aligning design, development, and marketing with core business objectives in startup, agency, and enterprise environments.

EDUCATION

2015 - 2019

B.Sc. in Computer Science

Daffodil International University

2011 - 2014

Diploma in Computer Science

Narayanganj Polytechnic Institute

SKILLS

PROFESSIONAL

Public Relation

Resource Management

Team Leadership

Quick learner with good gossiping

Action oriented and result focused

Good communication

Great time management

Solving Problem

WORK EXPERIENCE

Web Development & Digital Growth Lead

Fraud Guard | 2024 – Present

Key Responsibilities

- Conceived and founded an AI-powered platform focused on real-time verification of digital content to combat misinformation.
- Led product vision, research direction, and early-stage development of AI-driven fact-checking systems.
- Conducted user research with journalists, educators, and digital communities to validate social impact and usability.
- Coordinated with developers, researchers, and advisors to translate research concepts into practical digital solutions.
- Represented the project in innovation programs, fellowships, and national/international platforms.

Key Skills & Qualifications

- Strong leadership in mission-driven technology initiatives.
- Applied knowledge of AI, media studies, and digital literacy.
- Strategic thinking with a focus on social impact and scalability.
- Excellent research communication and stakeholder engagement skills.

CHIEF OPERATING OFFICER (COO)

PlanPost AI | 2023 – Present

Key Responsibilities

- Oversaw day-to-day operations and ensured alignment between strategic objectives and execution.
- Streamlined internal processes to improve efficiency across product development and content automation workflows.
- Conducted user research with journalists, educators, and digital communities to validate social impact and usability.
- Led cross-functional teams, supporting performance management and operational coordination.
- Collaborated with executive leadership to implement business strategies and growth initiatives.

Key Skills & Qualifications

- Operational leadership and organizational management.
- Strong problem-solving and decision-making capabilities.
- Experience in AI-based digital products and startup environments.
- Excellent communication and team leadership skills.

AWARDS

2025

- **UNDP**

Innovation Challenge 2025 –
Semi-Finalist

2014

- **Fraud Guard App**

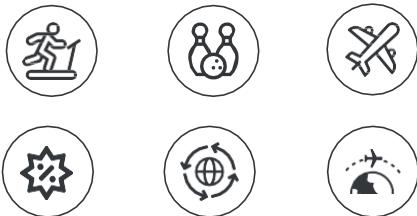
Recognized as Innovative
Anti-Fraud Solution 2024

SKILLS

TECHNICAL

SEO & SEM	<div style="width: 80%;"></div>
Google Ads	<div style="width: 90%;"></div>
Meta (Facebook) Ads	<div style="width: 85%;"></div>
Social Marketing	<div style="width: 80%;"></div>
Digital Analytics	<div style="width: 80%;"></div>
Content Strategy	<div style="width: 70%;"></div>
Web Development	<div style="width: 60%;"></div>
WordPress CMS	<div style="width: 60%;"></div>
UI/UX Fundamentals	<div style="width: 70%;"></div>
Video Editing	<div style="width: 80%;"></div>
Graphic Design	<div style="width: 70%;"></div>

HOBBIES



CERTIFICATION

2023

- **Figma UI UX Design**

Udemy

2021

- **Advance SEO Strategies**

Udemy

WORK EXPERIENCE CONTINUE

SENIOR EXECUTIVE OFFICER

jabotio.com.bd | 2020 – 2024

Key Responsibilities

- Planned and executed multi-platform digital marketing campaigns across social media and search engines.
- Managed paid advertising initiatives on Facebook, Google, Instagram, YouTube, and TikTok to drive audience growth and engagement.
- Analyzed campaign performance data to optimize reach, conversion, and cost efficiency.
- Coordinated content, marketing, and technical teams to align promotional strategies with organizational goals.

Key Skills & Qualifications

- Performance marketing across major digital platforms.
- Data-driven campaign optimization and audience targeting.
- Strong understanding of digital analytics and reporting tools.
- Strategic communication and cross-platform coordination.

DIGITAL MARKETING SPECIALIST

Abaya AI Noor BD | 2024

Key Responsibilities

- Designed and managed paid advertising campaigns across Facebook, Google, Instagram, YouTube, and TikTok.
- Developed audience targeting strategies to improve brand visibility and customer acquisition.
- Monitored advertising performance and adjusted campaigns based on analytics and engagement metrics
- Supported brand growth through data-informed digital marketing strategies.

Key Skills & Qualifications

- Operational leadership and organizational management.
- Strong problem-solving and decision-making capabilities.
- Experience in AI-based digital products and startup environments.
- Excellent communication and team leadership skills.

SENIOR EXECUTIVE OFFICER

CortexTag | 2019 – 2023

Contributed to digital operations, online marketing initiatives, and content coordination within a growing digital platform. Supported strategic planning, campaign execution, and performance analysis to enhance brand visibility and audience engagement across digital channels.

REFERENCE

FOUNDER & CEO

- **MD SHAHINUR RAHMAN SHAHIN**

PlanPost AI

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