

SK Moinur Rahman

A digital marketer with 2+ years of experience building and implementing strategies focused on Social Media Marketing, content marketing, and Adwords largely for small to medium sized ecommerce sites. Successfully grew organic revenue by 72% in 6 months through a content creation and link-building strategy.



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Japan Garden City, Mohammadpur, Ring Road,
Dhaka, Bangladesh

WORK EXPERIENCE

Executive, Brand and Communication

Walletmix Limited

08/2019 – Present

Built and led internal team to replace reliance on expensive external agency. Provided strategic and tactical guidance to a team of 4 with accountability for social media channels along with company blog, email marketing campaigns and SEO/SEM strategies. Collaborated with marketing and company executives to ensure strategy aligns with company objectives.

Achievements/Tasks

- Revamped PPC advertising and removed under-performing or costly ads, resulting in an immediate performance improvement.
- Grew brand Facebook page likes by more than 39% organically.
- Launched email marketing strategy and grew contact database by 79%
- Developed engaging contents to build social media audience
- Worked closely with marketing team to develop social media strategy, replacing overt sales pitches with focus on engagement

Junior Executive, Digital Services

Pink Creative Limited

12/2018 – 07/2019

Lead an internal query officer team and provided social media content ideas for brands like Symphony, Helio and Olympic Industries.

Achievements/Tasks

- Lead a team of 7 query officers for Symphony mobile
- Monitor and prepare digital reports on market trends, consumer market and competitors' activities
- Managed the social media contents of Symphony, Helio, Olympic Pulse Candy
- Introduced Performance & Reward system for query team for the first time
- Assist the copywriting team to write a script for the OVC of Olympic Industries

EDUCATION

Bachelor of Business Administration

BRAC University

09/2014 – 12/2018

CGPA 3.20

Courses

- Major in Marketing
- Major in Human Resource Management

Higher Secondary Certificate (HSC)

St. Joseph Higher Secondary School

2012 – 2014

GPA 4.8

Subject

- Science

HIGHLIGHTS

Communication Skill

Teamwork

Email Marketing

Social Media Marketing

Content Creation

Google Analytics

UX Writing Skill

Strategic Planner

RECENT PROJECTS

UX writer for Robi Binge Project (12/2019)

- Crafted the entire UX writing for the Robi Binge mobile and web application for the better and easy understanding experience for the users.

UI/UX tester for Shobar Dhaka Project (12/2019)

- Crafted the entire UX writing for the Shobar Dhaka mobile and web application to guide the users through the interface in an intuitive manner

ACHIEVEMENTS

1st Runner up position in MIST Short Film Festival (2017)

Name of the short film “Odekha”

Finalists of “The Daily Star Strategic Master” (2016)

Enviro Spellathon Ambassador (2008 – 2009)

Spelling competition organized by Environment Agency, Abu Dhabi

SOCIAL NETWORKS

Facebook: facebook.com/Skmrahman.07

LinkedIn: [/in/sk-moinur-rahman-07](https://in/sk-moinur-rahman-07)

CERTIFICATIONS

Certificate Name: The Fundamentals of Digital Marketing

Issuing Organization: Google Digital Garage

Credential ID: 3LT 7KE Q8R

Credential URL: <http://goo.gl/Tjymo6>

Certificate Name: Social Media Certified

Issuing Organization: HubSpot Academy

Credential ID: 12f41a88eec6461aa4031cac8a88c626

Certificate Name: Grow Your Business With Content Marketing

Issuing Organization: Udemy