



SAFIUL ALAM

Digital Marketing Passionate



+8801912378032

safiulmunna@gmail.com

Experience

Service Engine LTD (Concern Of Abdul Monem Group)

Position: Operation Executive (Digital Ad Operation)

Since 16th April, 2018 to Present

Master of Business Administration (MBA)

Marketing & Human Resource Management

North-South University

Passing Year 2019

Bachelor of Business Administration (BBA)

National University

Major in Finance

3.09 Out of 4.00

Passing Year: 2014

Higher Secondary School Certificate (HSC)

Dhaka Commerce College

Business Studies

4.50 Out of 5.00

Passing Year: 2009

Secondary School Certificate (SSC)

Willes Little Flower Higher Secondary School

Commerce

4.63 Out of 5.00

Passing Year: 2007

Key Skill

Data analysis



Analytical abilities



Stress Management



Strategic thinking



Marketing campaigns



Adaptability



Job
Responsibilities

- ✓ Act as point of contact to US office and clients
- ✓ Develop training and onboarding material
- ✓ Build social media marketing strategy and execute it through competitive and audience research
- ✓ Identify the latest trends and technologies affecting our industry
- ✓ Maintain EOD task status
- ✓ Direct response to client feedback
- ✓ Preparing agenda between US office and Dhaka office
- ✓ Prepare accurate reports on our marketing campaign's overall performance.
- ✓ Coordinate with advertising and media experts to improve marketing results
- ✓ Promote company's product and services in the digital space
- ✓ Receiving clarification as per client's demand
- ✓ Attend product launches and networking events

Computer
Skill

- ☐ MS Office
 - Slack
 - MS Word
 - Zendesk
 - MS Excel
 - Salesforce
 - MS Power Point
 - Programmatic DSP

Interests

- ☐ Reading Book
- ☐ Behavioral psychology
- ☐ Nonverbal Communication
- ☐ Writing

Languages

- ☐ English
- ☐ Bangla

Personal
Information

Fathers' Name : A.K.M Zahirul Alam
Mothers' Name : Ferdousi Begum
Permanent Address : Road#08 House#10, Shohid Minar Road, Kollyanpur, Dhaka
Date of Birth : 23/01/1992
Religion : Islam
Nationality :Bangladeshi

References

Dr. Jashim Uddin Ahmed

Professor

North South University

Cell No - +8801819695122

Md. Tashrif Ul Amin

Territory Sales Manager

Reckitt Benckiser (BD) Ltd.

Cell No - +880 1777759087

I hereby declare that the information provided above is true to the best of my knowledge and belie

Thank You.

Yours Sincerely

Safiul Alam

10/08/2020