



Rafayat Pervez

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WORK EXPERIENCE

01/03/2024 – CURRENT Göteborg, Sweden
SALES & MARKETING SPECIALIST BIZ NIP: ECO-PACKAGING SOLUTIONS

- **SEO Strategy:** Conducted comprehensive keyword research and implemented on-page optimization for 50+ product pages, improving organic rankings by 60% for high-value keywords within 6 months
- **Content Marketing:** Developed a library of 30+ SEO-optimized blog posts targeting B2B decision makers, increasing organic traffic by 75% and generating 120+ qualified leads
- **SEM Campaigns:** Managed €25,000 monthly Google Ads budget across 5 European markets, achieving 35% lower CPA than industry benchmarks
- **Sales Automation:** Designed and implemented HubSpot workflows that automated 80% of lead follow-ups, reducing sales cycle time by 40%
- **Visual Content:** Produced and edited product demo videos (Premiere Pro) that achieved 25% higher engagement than industry averages
- **Global Outreach:** Scaled LinkedIn Sales Navigator campaigns to 12 new markets, maintaining 30% response rate through localized messaging.

01/11/2021 – 31/03/2022 Göteborg, Sweden
ANALYST: INVESTOR RELATIONSHIP XBTO HUMLA VENTURES

- **Analyzed financial data and market trends** to create 15+ investor reports monthly, improving stakeholder communication efficiency by 40%
- **Developed automated CRM workflows** (HubSpot) to track 200+ investor touchpoints, reducing follow-up time by 35%
- **Coordinated quarterly earnings presentations** using data visualization tools (Tableau), enhancing investor engagement
- **Global Customer outreach** (Cold calls and email outreach)
- **Setting up meetings** and moving potential leads along the sales pipeline

15/04/2020 – 31/03/2023 Sweden
SELF-EMPLOYED (SALES AGENT) BESPOKE TAILOR

Client Acquisition: Developed personalized outreach strategies targeting executives, achieving 100% referral-based clientele of 50+ high-net-worth individuals
Luxury Sales: Curated premium European fabric selections (€200–€1,500/suit), closing 200+ bespoke commissions with 30% price premiums
Consultative Selling: Provided style advisory services that increased client wardrobe orders by 40% through needs-based recommendations
CRM Implementation: Tracked 150+ client preferences in Pipedrive, enabling personalized follow-ups that boosted repeat business to 85%
Operational Efficiency: Streamlined measurement-to-delivery process to 3 weeks (50% faster than industry standard)
Customer Retention: Introduced garment care program that extended average client lifespan by 2+ years

EDUCATION AND TRAINING

2021 – 2024 Gothenburg, Sweden
MASTER'S OF SCIENCE IN MARKETING AND CONSUMPTION Handelshögskolan, Göteborgs universitet

Website <http://www.gu.se/handelshogskolan> | **Level in EQF** EQF level 7

Website <https://iba-ju.edu.bd> | **Level in EQF** EQF level 6

2012 – 2014 London, United Kingdom
A-LEVELS Pearson Edexcel

Website <https://qualifications.pearson.com/> | **Level in EQF** EQF level 5

● **LANGUAGE SKILLS**

Mother tongue(s): **BENGALI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
PORTUGUESE	B1	A2	B1	B1	A2
SWEDISH	A2	A2	A2	A2	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **SKILLS**

Consultative Selling | High-Net-Worth Client Acquisition | CRM Management | Customer Retention Strategies | Luxury Product Positioning | Process Optimization | Data-Driven Personalization | Social Media | B2B Relationship Building | Visual Merchandising | Negotiation