

MOST.ROJA KARIM

Full Stack Developer | Digital Marketing Specialist | Data Analyst

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GitHub: [maomao09198](#) | [Portfolio](#)

PROFESSIONAL SUMMARY:

A versatile professional with expertise in **Full Stack Web Development, Digital Marketing, and Data Analysis**. Skilled in building **interactive, responsive web applications**, executing **data-driven marketing campaigns**, and transforming complex datasets into actionable insights. Adept at collaborating with clients and teams to deliver innovative, high-quality results.

CAREER OBJECTIVE

To leverage my skills in **web development, marketing, and data analytics** to contribute to a **forward-thinking organization**, delivering measurable results, creative solutions, and insightful data-driven strategies.

CORE COMPETENCIES

- Web Development & UI/UX Design
- Digital Marketing & SEO Optimization
- Data Analysis & Visualization
- Project Management & Problem-Solving
- Affiliate Marketing & Campaign Management
- Customer Relationship Management

SOFT SKILLS

- Creativity & Innovation
- Analytical Thinking & Problem Solving
- Communication & Collaboration
- Adaptability & Learning Agility
- Attention to Detail
- Time Management

TECHNICAL SKILLS

- **Web Development:** HTML, CSS, JavaScript, React, Node.js, Express.js, MongoDB, Git & GitHub
- **Data Analysis & Visualization:** Excel, Power BI, Tableau, Alteryx, Airtable, Python (Pandas, NumPy)
- **Marketing Tools:** Google Analytics, Facebook Ads, Instagram Marketing, SEO Tools (Ahrefs, SEMrush)
- **Graphic & Multimedia:** Canva, Photoshop, Lottie Animations, Presentation Design

EDUCATION

Qualification	Major	Institute	Result	Year
BSc Honours (Ongoing)	Computer Science & Engineering	Rajshahi Science and Technology University	In Progress	-
HSC	Science	Varendra College, Rajshahi	CGPA: 4.58 / 5.00	2023
SSC	Science	Govt. PN Girl's High School	GPA: 5.00 / 5.00	2021

Certifications & Training

- Full Stack Web Development – Programming Hero
- Digital Marketing – UCEF & DigiLearner
- SEO Specialist Training – Ovi Health & Medicine
- Data Analytics & Visualization – Arena Web Security & Makeover Monday
- Graphic Design – UCEF Program

Professional Experience

Full Stack Web Developer (Freelance | 2022 – Present)

- Developed interactive web applications using **React, Node.js, MongoDB**.
- Built responsive and modern UI with animations and optimized performance.
- Collaborated with clients for tailored solutions and scalable web projects.

Digital Marketing Specialist (Ovi Health & Medicine | 2021 – 2022)

- Implemented **SEO strategies**, improving organic traffic and CTR.
- Managed **affiliate campaigns**, social media, and email marketing.
- Analyzed campaign data to optimize ROI and engagement.

VIP Support Specialist (Bloggerly.io | 2020 – 2021)

- Delivered priority client support and strategic UX feedback.
- Resolved complex issues and maintained high customer satisfaction.

Independent Travel Agent (ASAP Tickets | 2019 – 2020)

- Assisted clients with **international flight bookings**, itineraries, and queries.
- Maintained high-quality customer service standards.

Junior Front-End Developer & Voice Acting (Freelance | 2018 – 2019)

- Created web components, recorded ads, and provided translations in **Bangla, English, Hindi, Urdu**.

Data Analysis Projects

- **Operation Fistula:** Visualized obstetric fistula prevalence using academic datasets.
- **Airtable & Alteryx Automation:** Automated data extraction and processing from Airtable.
- **Makeover Monday:** Data visualization of gender policy knowledge for public awareness.
- **Direct Relief:** Interactive tool analyzing clinical data collection success.
- **Sustrans Survey Tool:** Power BI dashboard for policy makers to explore complex survey data.
- **Meteorological Organization:** Early warning monitoring & evaluation using Power BI.

Digital Marketing Projects

- **Affiliate Marketing Campaigns (Dezeen & Brillex):** Optimized campaigns via social media & email for ROI.

- **SEO Optimization (Ovi Health & Medicine):** Improved product visibility, keyword optimization, and analytics.
- **Customer Engagement (Bloggerly.io):** High-priority support & user experience improvements.

Web Development Projects

- **Portfolio Website:** Interactive, animated, responsive design.
- **Task Manager App:** Full-stack app using React, Node.js, MongoDB.
- **E-commerce Store:** Scalable online store with sleek UI & backend.
- **Blog Platform:** Dynamic blogging platform with authentication & interactive features.

LANGUAGE PROFICIENCY

Language	Reading	Writing	Speaking
English	Fluent	Fluent	Fluent
Bangla	Fluent	Fluent	Fluent
Hindi	Intermediate	Intermediate	Fluent
Urdu	Intermediate	Intermediate	Fluent

PERSONAL DETAILS

- **Date of Birth** : 12 Aug 2005
- **Nationality** : Bangladeshi
- **Marital Status** : Single
- **Blood Group** : A+

DECLARATION

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

Most.Roja Karim