

# MD. BAKER

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Results-driven Computer Science and Engineering graduate with expertise in Artificial Intelligence, Machine Learning, Web Development, and Digital Marketing. Proven ability to combine technical skills and creative strategies to drive measurable growth. Experienced in leading teams, enhancing brand visibility, and increasing client engagement through innovative campaigns and data-driven insights.

## EDUCATION

### NORTH SOUTH UNIVERSITY (NSU)

- **B.Sc in Computer Science & Engineering**
- **CGPA: 3.03 (86%)**
- **Passing Year: 2024**
- **Relevant Coursework:** Machine Learning, Artificial Intelligence, Database Management, Web Development, Software Engineering
- **Key Projects:** Developed an AI model for wearable device-centric human activity recognition; Solar drive multi-functional electric vehicle; designed a database management system for a retail business.

### ENGINEERING UNIVERSITY SCHOOL & COLLEGE

- Higher Secondary School Certificate.
- Passing Year: 2017 (Dhaka Education Board)
- GPA: 4.83 (Science)

### AHMED BAWANY ACADEMY SCHOOL & COLLEGE

- Secondary School Certificate.
- Passing Year: 2015 (Dhaka Education Board)
- GPA: 5.00 (Science)

## WORK EXPERIENCE

### Damex Digital Ltd.

Head of Classified Advertisement Department

Mar 2023 - Mar 2024

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.

### Damex Digital Ltd.

Coordinator of Classified Advertisement & Marketing Department

Nov 2021 - Mar 2023

- Facilitated effective team management by coordinating tasks, schedules, and resources to ensure seamless workflow.
- Fostered strong client relationships, improving satisfaction ratings and securing repeat contracts.

### NSU ACM Student Chapter

Team Provision

Sep 2019 - Feb 2023

- Organized technical events, including Technovation 2.0, a multi-disciplinary annual event.
- Coordinated on-campus events like Hour of Code and programming contests, enhancing technical skill development.
- Played a key role in managing three Intra-NSU events and a Hackathon competition.

## SKILLS

- Project Management
- Web Development (HTML, CSS, MySQL, PHP, JavaScript, WordPress, ReactJS)
- Programming Languages: C, Python, C++, Java
- Artificial Intelligence (AI) & Machine Learning
- MS Office (Excel, PowerPoint, Word etc.)
- Digital Marketing (SEO, SMM, PPC Advertising)
- Data Entry (Data Mining, Formatting, Collection, Analysis, Labeling)

## CERTIFICATIONS

- From NSU ACM Student Chapter for exemplary contribution as Sub-Executive of Team Provision for the year 2022-2023.
- From Damex Digital Ltd For completing Digital Marketing training program
- From Grameenphone Academy For completing Leadership Skills course, Innovation @ Work course, Facebook Marketing Course, Masterclass on Cybersecurity-The war and the defenders course, Automation - The Future Workplace course, Artificial Intelligence & Machine Learning Fundamentals.

## PUBLICATIONS

- "Analysis of Machine Learning Models for Wearable Devices Centric Human Activity Recognition," 2024 3rd International Conference on Applied Artificial Intelligence and Computing (ICAAIC), Salem, India, 2024, pp. 439-444, doi: 10.1109/ICAAIC60222.2024.10575575.

## REFERENCE

### Dr. Riasat Khan

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