

SHARIF AZMAINE RATUL

Admin Executive | English Literature Graduate | Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Results-driven Admin Executive with a strong foundation in English Literature (MA, BA) and hands-on experience in administrative operations, logistics coordination, and digital marketing. Proven ability to streamline workflows, enhance operational efficiency, and support cross-functional teams in fast-paced multinational environments. Combines analytical thinking with exceptional communication skills to drive organizational success and deliver measurable results.

PROFESSIONAL EXPERIENCE

Admin Executive

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October 2025 – Present

Chattogram, Bangladesh

- Manage daily administrative operations for international freight forwarding and logistics company, ensuring seamless coordination across departments and maintaining high operational standards
- Oversee comprehensive documentation processes including Bill of Lading (B/L) preparation, shipping documentation, and strict compliance with international logistics standards and regulations
- Coordinate with cross-functional teams to optimize workflow efficiency, eliminate bottlenecks, and maintain operational excellence in a dynamic multinational corporate environment
- Utilize advanced computer literacy and L-Shipping systems to track shipments in real-time, manage complex databases, and generate comprehensive operational reports for management review
- Support customer relationship management initiatives by ensuring timely communication, proactive problem-solving, and swift resolution of logistics inquiries and concerns

Digital Marketing Specialist (Part-time/Freelance)

Various Projects

2022 – 2025

Chattogram, Bangladesh

- Developed and executed strategic digital marketing campaigns across multiple platforms including social media, email, and content marketing, enhancing brand visibility and customer engagement
- Applied creative and analytical skills to optimize content strategy and marketing funnels, resulting in improved client outreach, higher conversion metrics, and measurable ROI
- Leveraged strong written communication abilities from English Literature background to create compelling, persuasive marketing content that resonates with target audiences
- Managed comprehensive social media platforms, email marketing campaigns, and digital analytics tools to drive business growth and achieve marketing objectives

EDUCATION

Master of Arts (MA) in English Language and Literature <i>Port City International University</i>	January 2024 – January 2025 <i>Chattogram, Bangladesh</i>
Bachelor of Arts (BA) in English Language and Literature <i>Port City International University</i>	January 2020 – December 2023 <i>Chattogram, Bangladesh</i>

CORE COMPETENCIES & SKILLS

- Administrative Operations:** Documentation Management, Bill of Lading Preparation, Workflow Optimization, Data Entry & Management, Office Administration, Customer Service Excellence
- Logistics & Shipping:** L-Shipping Systems, International Freight Documentation, Compliance Management, Shipment Tracking & Coordination, Supply Chain Operations
- Digital & Communication:** Digital Marketing Strategy, Content Creation & Strategy, Social Media Management, Professional Business Writing, Cross-Cultural Communication, Email Marketing
- Technical Proficiency:** Advanced MS Office Suite (Word, Excel, PowerPoint, Outlook), Database Management Systems, Email Management Platforms, CRM Software, Computer Literacy, Digital Analytics Tools
- Soft Skills & Attributes:** Analytical Thinking, Critical Problem-Solving, Time Management, Attention to Detail, Team Collaboration, Adaptability, Multi-tasking, Organizational Skills

LANGUAGES

- **English:** Full Professional Proficiency (Written & Spoken) – Advanced reading, writing, and verbal communication
- **Bengali:** Native Proficiency – Mother tongue with complete fluency

ADDITIONAL QUALIFICATIONS

- Strong research and analytical capabilities developed through advanced literary studies and critical analysis methodologies
- Proven ability to work effectively in multicultural, multinational corporate environments with diverse teams and stakeholders
- Unique experience bridging creative and operational roles through integrated digital marketing and administrative work
- Demonstrated commitment to continuous learning, professional development, and staying current with industry best practices

- Excellent interpersonal skills with ability to build strong relationships with colleagues, clients, and management