

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

Savino Del Bene

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 January 2024 – January 2025
Port City International University *Chattogram, Bangladesh*

Bachelor of Arts (BA) in English Language and Literature January 2020 – December 2023
Port City International University *Chattogram, Bangladesh*

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