

MD. SHAKIL MAHMUD

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Career Objective:

To build a challenging and dynamic career in an esteemed organization to prove my excellence at work by putting my analytical, technical and communication skills to meet organization objectives and perform best performance.

Career Summary:

Currently working as Head of Creative Lead at Regnum Resource Ltd with over 12 years of experience in IT support, web development, ecommerce, digital marketing, and media broadcasting Previously served as Deputy Manager of ECommerce and IT Project Manager, handling website management, SEO, social media marketing, and system support Alongside corporate roles, I work as an RJ and News Anchor at Capital FM 94.8, with experience in live presenting, news editing, scripting, and voiceover.

Special Qualification:

Strong expertise in web development WordPress, Magento, ecommerce management, SEO and digital marketing, and IT support services Skilled in AI based content tools, script writing, multimedia editing, and live broadcasting.

Employment History:

Total Year of Experience: 12.4 yrs

1. Head of Creative Lead (1 yr)

(1 Jan 2025 - Continuing)

Regnum Resource Ltd.

Duties/Responsibilities:

- Directed and managed the overall creative vision and output across all digital, print, and broadcast media.
- Lead brainstorming sessions and creative strategy meetings to develop original content ideas aligned with brand and business goals.
- Supervised the creation of video, audio, graphic, and written content for marketing campaigns, social media, and e-commerce platforms.
- Collaborated closely with marketing, IT, and product teams to ensure cohesive messaging and visual story telling across all channels.
- Oversaw scripting, editing, and production of digital shows, advertisements, and live

broadcasts, ensuring professional quality and audience engagement.

- Managed and mentored a multidisciplinary creative team, fostering innovation and maintaining high performance standards.
- Ensured brand consistency in tone, style, and visual identity across all creative outputs.
- Evaluated creative performance using analytics tools and audience feedback to continuously optimize content

2. RJ & News Anchor (0.8 yr)

(1 Mar 2024 - 31 Dec 2024)

Capital FM 94.8

Duties/Responsibilities:

- Host live radio programs with engaging on-air presence, delivering music, talk segments, and audience interactions in a dynamic and professional manner.
- Anchored news bulletins, breaking news updates, and special reports with clarity, accuracy, and journalistic integrity.
- Researched, scripted, and presented current affairs, feature stories, and special segments tailored to target audiences.
- Voice over on special occasion`s topics

3. IT & E-Commerce Project Manager (4.3 yrs)

(1 Sep 2020 - 31 Dec 2024)

Radiant International

Duties/Responsibilities:

- Manage E-commerce website (KidsParadise.com.bd) & lead the team of E-commerce
- SEO, Facebook Content writing & Digital Marketing on Facebook by product/post promotion, making product banner promotion etc.
- Providing overall support to E-commerce site
- Installing, configuring, troubleshooting operating systems, software, system management tools, network printers, scanners etc.
- Check LAN connectivity & troubleshooting accordingly
- Monitoring all PC, updating and maintaining.
- Maintaining 2 software and solving any kinds of software related problem
- Maintaining Inventory software & POS Software with barcode system
- Creating PO for Unimart, Yellow & other vendors.
- Maintaining vendor`s websites & their sales.
- Maintaining 2 stores of Daraz
- Maintaining Wholesale related tasks
- Bundle SMS Management Online Software etc.

4. Deputy Manager (E-Commerce) (3.6 yrs)

(1 Feb 2017 - 31 Aug 2020)

mother`s care

Duties/Responsibilities:

- Work as the E-commerce Project Manager.
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing.
- Initiate and develop digital marketing campaigns.
- Communicate, plan & design system to get proper platform to market our products in multiple E-Commerce marketplace. For this, maintaining everything from the scratch (if necessary) and suggest new and probable profitable ways to the management.
- Help the team to manage and maintain the company`s Social media tools.
- Help the team to write and optimize content for the social networking accounts such as Facebook, Twitter, Linked In and Instagram.
- Help the team to track and analyze Social media traffic flow and provide regular internal reports.
- Attain key performance indicators such as reducing the website bounce rate.
- Continually work on the Search Engine Optimization of the website(s) and others.
- Create and edit posts, videos and other content.
- Help the team to create online banner adverts.
- Get actively involved in SEO efforts (keyword, image optimization etc.)
- Attend product launches and networking events.
- Assist in the formulation of strategies to build a lasting digital connection with consumers.
- Plan and monitor the ongoing company presence on social media (Face book, YouTube, Twitter etc.)
- Prepare online newsletters and promotional emails and organize their distribution through various channels.
- Provide creative ideas for content marketing and update website - Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using a variety of Web analytic tools (Google Analytic, Web Trends etc.)
- Acquire insight in online marketing trends and keep strategies up-to-date

5. IT & ADMIN-in Charge (2 yrs)

(2 Jan 2015 - 29 Dec 2016)

Sumona Housing Ltd.

Duties/Responsibilities:

- Installing, configuring, troubleshooting operating systems, softwares, system management tools, network printers, scanners etc.
- Check LAN connectivity & troubleshooting accordingly
- Installing & configuring operating System, application software and others 3rd party software

- Controlling all PC, updating and maintaining.
- Sourcing IT Related Products and negotiating with vendors.
- Keeping record and maintaining allotted PC and accessories in IT management system.
- Maintaining company's website and updating.
- Maintaining HR/admin related tasks e.g., staffs' regular attendance report, recruitment process, staffs' appointment letter, monthly performance report etc.

6. RJ, Program Producer & Co-ordinator IT (1.5 yrs)

(25 Jul 2013 - 25 Dec 2014)

Channel I & Radio Bhumi 92.8 FM

Duties/Responsibilities:

- Program producing and representing
- New concept sharing
- Program presenting (RJ)
- Website maintaining
- Controlling song library and database
- IT maintenance.

Academic Qualification:

| Exam Title | Concentration/Major | Institute | Result | Pas.Year | Duration |
|---------------------------|--------------------------------|---------------------------------------|--------------------|----------|----------|
| Bachelor of Science (BSc) | Computer Science & Engineering | Stamford University Bangladesh | CGPA:3.55 out of 4 | 2012 | 4 |
| HSC | Science | Notre Dame College | CGPA:5 out of 5 | 2008 | - |
| SSC | Science | Motijheel Model High School & College | CGPA:5 out of 5 | 2006 | - |

Skill:

| Fields of Skill |
|---|
| <ul style="list-style-type: none"> • Next.js, React.js • Digital Marketing (Social Media Marketing) • AI Agent Development • AI Tools Development • Web Developer • WordPress • E-Commerce • Filmora or Adobe premier pro • HTML, CSS • IT Support Service • Magento • MS Office • Adobe Photoshop |

Extra Curricular Activities:

Lyrics writing, music composing, good presenter

Language Proficiency:

| Language | Reading | Writing | Speaking |
|----------|---------|---------|----------|
| Bangla | High | High | High |
| English | High | High | High |

Personal Details :

Father's Name : Md. Mujibur Rahman
Mother's Name : Rina Rahman
Date of Birth : 17 Dec 1990
Gender : Male
Marital Status : Single
Nationality : Bangladeshi
Religion : Islam
Permanent Address : 57/1 North Mugda, Sabujbagh, Dhaka
Current Location : Dhaka
Blood Group : A+