MD MUHTASIM HOSSAIN

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- in LINKEDIN
- ⚥ He/Him

Professional Summary

With over 2 years of experience in digital marketing and project coordination, I specialize in bridging strategy and execution ensuring campaigns and initiatives are delivered efficiently, effectively, and with measurable results. Skilled in planning and managing multi-channel digital marketing campaigns, optimizing brand communication and analyzing performance metrics to drive growth. Experienced in coordinating cross functional teams—including creative, marketing, technology and operations to ensure projects are delivered on time and aligned with business objectives. Proficient in quality assurance, stakeholder management, and process improvement, with a strong focus on data-driven decision-making. Known for clear communication, structured execution and a collaborative approach that consistently delivers high-impact outcomes.

Education

Bachelor of Science in Computer Science and Engineering, *BRAC University*
CGPA : 3.09
01/2019 – 09/2023 | Dhaka, Bangladesh

Higher Secondary School Certificate,
Rajshahi Govt City College
GPA : 4.17/5
2016 – 2018 | Rasjhahi

Secondary School Certificate, *Rajshahi Collegiate School*
GPA : 5.00/5
2016 | Rajshahi

Professional Experience

Digital Marketing Strategist, *Nabil Group of Industries*
12/2025 | Dhaka
- Planned and supported digital marketing initiatives across multiple brands and platforms.
- Coordinated campaigns, timelines, and deliverables with internal teams and external vendors.
- Managed website and digital asset quality assurance, ensuring accuracy, consistency and performance.
- Monitored campaign performance and prepared basic reports and insights for stakeholders.
- Collaborated with creative, tech, and operations teams to ensure smooth execution of digital activities.
- Oversaw content updates, website changes, and issue resolution in coordination with relevant teams.
- Ensured brand and communication consistency across digital channels.
- Supported process improvement and documentation for ongoing digital and marketing workflows.

Technical Project Coordinator | IT Department,
Remark HB LTD
03/2024 – 11/2025 | Dhaka
- Coordinated cross-functional communication among creative, marketing, and IT teams to ensure smooth execution of e-commerce and digital marketing projects for Herlan.com ⧉
- Supported Meta and Google Ads campaigns, ensuring accurate tracking through Google Analytics, proper UTM setup, and landing page QA.
- Collaborated with vendors and internal teams to implement SEO improvements, fix technical issues and optimize campaign assets for better reach and performance.
- Oversaw digital content updates, product launches, and promotional campaigns, maintaining consistency across website and ad platforms.
- Managed project timelines, testing cycles, and quality checks to ensure error-free deployments and marketing readiness.

- Coordinated the relaunch of herlan.com ☍, implementing major improvements in SEO structure, technical quality and digital marketing alignment, including fixing broken links, meta tags and sitemap validation-resulting in a 30% increase in organic traffic within 3 months.

Quality Assurance Engineer-Intern, *Xerone IT*   09/2023 – 12/2023 | Rajshahi, Bangladesh
- Assisted in developing and executing test cases for software applications, performed manual testing to identify bugs and ensure functionality, documented and tracked defects
- Collaborated with cross-functional teams to resolve issues and maintained and updated test documentation.

Skills

Skill	Level	Skill	Level
Python	●●●●○	HTML	●●●●●
CSS/SASS	●●●●●	JavaScript	●●●○○
Data Analysis & Reporting	●●●●○	Test Documentation	●●●●○
Digital Marketing & Analytics	●●●●○	Problem Solving	●●●●○
Communication & Coordination	●●●●●	WordPress & CMS Management	●●●●○

Languages

Language	Level	Language	Level
BANGLA Native	●●●●●	**ENGLISH** Fluent	●●●●●

Projects

Nikke ☍, *Shoe Website*
Simple and stylish shoe website crafted with HTML and CSS

NetFlex ☍, *Moviehub*
Sleek & responsive movie website, built with HTML5/CSS3, providing a platform for film enthusiasts to explore and engage with their favorite movies.

Trendy ☍, *E-commerce Website*
Discover Trendy: An HTML, CSS, and JavaScript-powered e-commerce site for a stylish and seamless online shopping experience

Professional Projects

Campaign Rollout Management- herlan.com
- Coordinated high-impact campaigns (e.g. Xtra in Xmas, Eid Sales) with IT, marketing and design teams.
- Ensured real-time updates of banners, pricing, and product visibility across website and CRM.
- Monitored live campaign performance, flagged issues early, and reduced hotfix turnaround by 30%.
- Collaborated with the digital marketing team to align Meta and Google Ads campaigns with website promotions, ensuring consistency in creatives, targeting and tracking.
- Monitored live campaign performance, flagged issues early, and reduced hotfix turnaround by 30%.

System QA & Reporting Automation
- Designed and maintained weekly/monthly reports using Excel and Power BI
- Built automated Excel-based reporting for asset tracking and performance monitoring using formulas and macros.

Stock & Inventory Sync Optimization
- Identified mismatches between backend inventory and frontend stock display during campaign audits.
- Worked with the development team to implement improved syncing logic, increasing accuracy during flash sales.

Extracurricular

Secretary of Creative & IT Dept,   2021 – 2022
BRAC University Cultural Club (BUCuC)
- Managed diverse creative initiatives and events at BUCuc.
- Enhanced organizational and leadership skills. Executed meticulous planning for successful projects.

- Strengthened adaptability and teamwork through diverse responsibilities.

Senior Executive of Admin & Finance Dept,   2020 – 2021
BRAC University Leadership Development Forum(BULDF)
- Contributed significantly to BULDF's triumphs. Precise planning, budgeting, and coordination for club fairs. Developed strong event management skills.
- Thrived under pressure, ensuring seamless execution of responsibilities. Contributed to event planning, logistics, and coordination, developing skills in organization and event management.

Certifications

Product Management 101: Simplilearn SkillUp ⬈

- Gained key insights into product management, from ideation to market launch.
- Learned to drive product success through cross-team collaboration.

The Python Programming For Everyone – Immersive Training Udemy

- Gained foundational knowledge in Python programming, including data types, control structures and functions.
- Built logic for scripting and prepared for QA test automation

Interests

Travelling / Photography / Playing Games / Bicycling

References

Dr. Amitabha Chakrabarty, *Professor,* BRAC University
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Rajib Kumer Hawladar, *Head of IT,* Remark HB LTD
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Masharar Bhuiyan, *Sr. Business Manager,* REDX 3PL
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