

Pronay Mazumder

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Work Experiences

Development and Marketing Manager

Byte Trek Limited

August 2018 – July 2023

Byte Trek Ltd is a leading information technology company based in Bangladesh that provides information communication technology (ICT) solutions and services using ultra-modern technologies. Since 2018, it has provided timely business information solutions. Its capacities involve web & software development, digital marketing, it supports, and a host of other ICT-related services.

Job Responsibilities:

- Planning, coordinating, and supervising the development process of multiple websites built with WordPress and Bootstrap.
- Managing and optimizing Google Ads, Facebook Ads, and Bing Ads campaigns for multiple companies, ensuring effective targeting and maximum return on investment.
- Conducting client meetings to gather detailed project requirements and effectively communicating them to the development team, ensuring a clear understanding of client expectations across various projects.
- Ensuring a non-interruptive internet connection for smooth operations and optimizing data security measures to safeguard sensitive information.
- Overseeing and providing guidance in the planning, coordination, and supervision of the overall development process, ensuring efficient resource allocation and timely project delivery.

Programming Skills

- Programming Language: C, C++, Java, HTML, CSS, Oracle PL/SQL, Python
- SEO/Marketing Related Knowledge: Lead Generation, Keyword Research, Competitor Analysis, Facebook Marketing, Google, Facebook & Bing Campaign Management, Google Tag Manager, Google Analytics
- Embedded Platform: Arduino, ATmega32, Raspberry Pi
- Database: Oracle SQL
- GUI Toolkit: OpenGL

Education

BSC | Computer Engineering

American International University-Bangladesh

2015 - 2018

MSC | Computational Sciences

Laurentian University

2023 – Ongoing

Publication

Designing and Implementation of Microcontroller Based Non-Invasive Health Monitoring System.

Language

English, Bengali, Hindi