Provashish Roy
Digital Marketing Executive

Address: House 55/1/1 W, Mirpur-1, Dhaka

Phone: (+88) 01632544810

Email: provashishroy95@gmail.com

Linkedin: https://www.linkedin.com/in/provashish

GitHub: https://github.com/provashish95

Portfolio: https://provashish-roy.firebaseapp.com

Career Objective

Seeking a stimulating position as a Digital Marketing Specialist to utilize strategic analysis, innovative abilities, and a data-centric approach to foster the advancement of a dynamic organization. So I think **Programming Hero** is the best platform for me to prove my skill set and it would be a turning point for my career. I am passionate about the latest digital marketing trends and have experience in social media management, content creation, SEO, and analytics to enhance brand visibility and engage target audiences. And it would be exciting that I was a student of Programming Hero where I gathered much more knowledge about web development. At last, I aspire to be part of a forward-thinking team, my goal is to exceed marketing objectives while continually enhancing my skills in this field.

Skills

Social Media Platforms: LinkedIn, Facebook, Youtube,Instagram, Twitter, Pinterest, Snapchat, Email.

SEO: Keyword Research, On-page Optimization, Off page SEO, Technical SEO, Local SEO, Link Building, SEO Audits, Content Marketing.

CMS SEO Plugins: Yoast SEO & Rank Math.

Digital Marketing Tools: Google Analytics, Google Search Console, Google AdWords, Facebook Ads Manager, SEMrush, Ahrefs, SEOquake analytics, Canva, Video editing with Wondershare Filmora.

Programming & Markup languages: HTML5, CSS3, JavaScirpt, C programming.

Frameworks: Bootstrap, TailwindCss, WordPress, React.

Tools: Github, VS Code, Chrome Dev Tools, Netlify, Figma.

Personal skills: Leadership, Teamwork, Organizing, Negotiation and SEO-friendly content writing.

Experience

1. **Digital Marketing Executive & IT Operations (0.7 yr)**
   (15 July 2023 - continue)

Company name: Future Business Support Center (FBSC)

Duties/Responsibilities
- Managing social media platforms such as LinkedIn and Facebook pages
- Maintaining the company website
- Implementing SEO strategies
- Devising digital marketing strategies
- Writing content for social media and the website
- Creating email templates
- Handling customer calls
- Providing support in creating energy audit reports using MS Office
- Direct and optimize IT operations to ensure seamless functionality of infrastructure, networks, and systems of company

2. **ICT Teacher (2 yr)**
   (1 January 2021 - 25 December 2022)

Institute name: ICT Coaching Center, Ghior , Manikganj
Duties/Responsibilities:
- As an ICT teacher, responsibilities include delivering engaging lessons aligned with the ICT curriculum, fostering practical skills in areas like programming and digital literacy, integrating current technologies into teaching, assessing student progress, maintaining a positive learning environment, staying updated on ICT trends
- I have provided academic knowledge to over 200 HSC candidate students about Computer Fundamentals, number systems, basic web development, C programming, and database management system under the ICT subject. It excited that they have all achieved good results in their board exam.

3. **Junior Web developer - Intern (0.3 yr)**
   (1 Jun 2020 - 1 Oct 2020)

Company name: Giantssoft Solution
Duties/Responsibilities:
- Frontend developing with html, css and bootstrap
- Working with codeigniter framework
- Assist in the development and maintenance of web applications
- Collaborate with the team to implement features, troubleshoot issues, and adhere to coding standards
- Learn and grow under the guidance of senior developers
- Contributing to the success of web projects within the company.

SEO Project

Future Business Support Center (FBSC)
Live website
- Rank google in first page (Rank no. 1 - 5)
- Primary keyword: Energy audit firm
- Ranking URL: https://fbsc.com.bd/govt-approved-energy-audit/
- Make monthly audit reports
- Link building
- Content optimization with Google SEO guideline

Personal Projects

Gym Master
Live website | GitHub
- This website serves as a private service provider, allowing users to view all available services and book any service by providing their necessary information
- Booking services is only possible for those who have logged in or registered
- Have a robust authentication system and full responsiveness.

Tools: ReactJs, React-bootstrap, Bootstrap5, CSS, Firebase, React-firebase-hook, Font Awesome, React custom link, React-toastify.

Books Warehouse

GitHub (client side code) | GitHub (server side code)

- This is a warehouse website where logged admin can add, update and delete products, An admin can also add stationery products and admin see his/her all added products
- Visited users (without login or registration) can see all products, communicate with us, and have a good blog section
- Have a good authentication system and fully responsive

Tools: ReactJs, React toastify, Bootstrap5, CSS, Firebase, Nodejs, ExpressJs, MongoDB, Heroku

Professional Training

Complete Web Development Course from Programming Hero, 2022
Laravel for Back end Web Development Course from Bohubrihi, 2020

Education

- Bachelor of Science (B.Sc) in computer science and engineering from Daffodil International University
- Higher Secondary School Certificate (H.Sc) in Science from Ghior Govt. College
- Secondary School Certificate (S.Sc) in Science from Ghior D.N Pilot High School

Language

Bengali and English