

# FAZLAY RABBY

Dhaka | Bangladesh

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## About me

Apart from my marketing knowledge based on my education degree, I possess a strong set of skills on web development and graphic design. This combination gives me more edge on any level of marketing, offline & online. Besides, I am working on my startup for books & stationeries which has taught me a little bit of each aspect of business development. I believe I can be a better fit in any organisation based on the degree of requirements and responsibilities.

## Skills

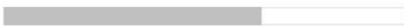
Communication



Business Development



Project Management



Digital Marketing



Analytical



MS Office



Team Management



Web Design



Visualization



## Languages

English



Bengali



## Experience

*From 03.2021*

### Digital Media Data Analyst

Starcom Bangladesh | [www.starcomww.com](http://www.starcomww.com)

- Analyze, Assess and Evaluate Campaign Performance
- Identify Co-relation with Data and Business Impact
- Prepare and Distribute Campaign Performance Reports
- Empower Buying and Planning Team with Big Data
- Assist to Meet the Given Target for Digital Media Buying
- Co-ordinate with Campaign Planning and Buying
- Achieve Buying Efficiency and Budget Optimization

*From 07.2020 to 02.2021*

### Executive, Digital Marketing

UCC | [www.ucc-bd.com](http://www.ucc-bd.com)

- Social Media Analysis & Reporting
- Social Accounts:
  - UCC
  - Transcend Bangladesh
  - Thermaltake Bangladesh
  - ZOTAC Bangladesh
  - D-Link Bangladesh

*From 02.2017*

### Founder

Boikhata | [www.boikhata.com.bd](http://www.boikhata.com.bd)

- Ads Management
- Audience Analysis
- Web Development
- Catalogue Management

## Expertise

- Data Analysis
- Digital Marketing
- Visualization of Insights

## Certifications

- Visualize Your Data with Google Data Studio  
Coursera  
June, 2021
- Advanced Google Analytics  
Google  
March, 2021
- Marketing in Digital World  
Coursera  
May, 2020
- The Fundamentals of Digital Marketing  
Google  
May, 2020
- Learning Digital Marketing Beyond Social Media - EMK Center  
August, 2019
- National Hackathon 2016  
ICT Division  
April, 2016
- 1st International Career Summit 2014  
Workplace Skills Development Academy, NZ  
November, 2014
- Seminar on Mobile Financial Service  
bKash Limited  
March 2014
- Workshop on Social Business  
Social Business Youth Network  
March, 2014

## Experience

From 02.2018 to 06.2020

### Wordpress Developer

WebArtist | [www.webartist.com.bd](http://www.webartist.com.bd)

- Web Development
- WP Theme Customization

## Education

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|----------|--|
| Enrolled | North South University<br><b>Master of Business Administration</b><br>Concentration - Marketing  |
| 2020     | ULAB School of Business, University of Liberal Arts Bangladesh<br><b>Bachelor of Business Administration</b><br>Concentration - Marketing<br>Minor - Media Studies and Journalism<br>CGPA 3.53 |
| 2011     | Notre Dame College, Dhaka<br><b>Higher Secondary Certificate</b><br>Business Studies - GPA 4.60  |
| 2009     | A. K. High School and College<br><b>Secondary School Certificate</b><br>Busines Studies - GPA 5.0  |

## Hobbies & Interests



## Reference

References Available Upon Request