

MOHAMMAD RUMON

Marketing Analyst

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EDUCATION

Bachelor of Business Administration

Dhaka International University

12/2024 - 12/2024 Satarkul, Dhaka
CGPA - 3.5/4

Higher Secondary Certificate - HSC

Syed Fazlul Haq College

06/2017 - 06/2017 Barguna
Field of Study: Commerce

Secondary School Certificate

Kakchira High School

04/2015 - 04/2015 Barguna
Field of Study: Commerce

EXPERIENCE

Intern, Marketing

ACI Motors Ltd (Yamaha Bangladesh)

09/2024 - 11/2024 Dhaka, Bangladesh

- Collect, clean, and analyze data from various sources
- Identify trends, patterns, and anomalies
- Provide actionable insights to improve business processes for 120+ Dealers
- Worked closely with the sales and product teams to align marketing strategies with business goals, resulting in a 20% increase in sales.
- Collaborate on projects related to 120 dealers, sales, inventory, and marketing
- Prepared and distributed meeting agendas and minutes, tracked follow-ups, and supported project documentation

Executive, Digital Marketing

Shoppers Bangladesh Ltd.

12/2023 - 06/2024 Dhaka, Bangladesh

- Develop and implement a comprehensive digital marketing strategy that aligns with the company's business objectives and targets the desired audience 85k to 166k Follower Increases on my watch
- Create engaging and persuasive content, such as blog posts, social media posts, email newsletters, videos, and info-graphics, that attracts and retains the target audience
- Successfully handled customer inquiries, resolved escalated issues, and ensured client satisfaction by providing timely, personalized solutions

Executive, Digital Marketing

Pharma Treat Ltd.

02/2022 - 10/2023 Dhaka, Bangladesh

- Boosted social media engagement by 35% through targeted campaigns and interactive content.
- Improved website traffic by 40% by implementing effective SEO strategies and content marketing.
- Worked closely with the sales and product teams to align marketing strategies with business goals, resulting in a 20% increase in sales.
- Worked with store operations on strategic plans to bring awareness to new store openings in new markets

SUMMARY

As a dedicated professional with hands-on experience in data analysis, Word Press website customization, digital marketing, and SEO, I thrive on solving problems and driving results. I have a passion for understanding complex data, deriving insights, and leveraging them to make informed decisions that boost performance and growth. I am looking forward to opportunities where I can apply my technical expertise, marketing insights, and problem-solving abilities to make a meaningful impact.

LANGUAGES

Arabic
Advanced

English
Proficient

Bangla
Native

SKILLS

Digital Marketing SEO Data Analysis

Excel Power Bi Mysql Python

Website Customization HTML CSS

Communication Photoshop

Powerpoint Video Editing

Customer Service Content Writing

TRAINING / COURSES

Digital Marketing Foundations

- Provider: Google Digital Garage
- Date of Completion: June 2022
- Key Skills: Understanding of digital marketing concepts, SEO, social media, and email marketing.

Data Analysis with Python

- Provider: HDNB
- Date of Completion: September 2024
- Key Skills: Proficiency in using Python for data cleaning, analysis, and visualization.

EXPERIENCE

Sells Officer

Aarong (আড়ং)

📅 03/2021 - 12/2021 📍 Dhaka, Bangladesh

- Work closely with the digital marketing team to align strategies, campaigns, and messaging across channels
- Respond to Customer Queries: Address customer inquiries via phone, email, and in-person, ensuring timely and accurate responses
- Order Management: Identify problematic orders and make outbound calls to update customers on their order status

Executive. Sells

Al Meera Consumer Goods Co.

📅 11/2018 - 10/2020 📍 Doha, Qatar

- Work closely with the digital marketing team to align strategies, campaigns, and messaging across channels
- Leverage data analytics skills to provide insights that inform digital marketing decisions
- Ensure excellent customer service by addressing inquiries, resolving complaints, and maintaining positive relationships with shoppers
- Handle escalated customer complaints and ensure timely resolution

Freelance Experience

💎 Upwork, Fiverr, Kwork

- For Fiverr and Up-work client, I helped them to improve their organic traffic by 50% by conducting keyword research, optimizing their website content and code, and building links to their website
- Completed over 76 SEO projects for clients in a variety of industries
- Helped clients improve their organic traffic, SERP rankings, and website visibility
- For different clients currently 20 websites are live developed by me

PROJECTS

Market Analysis For ACI Group of Company

📅 07/2023 - 08/2023 📍 Dhaka, Bangladesh

- Conducted a comprehensive market analysis, including competitors research and customer segmentation
- Leading to strategic decisions for product development

Impact of E-Marketing on Consumers Behavior

📅 01/2024 - 01/2024 📍 Dhaka, Bangladesh

Investigated the influence of e-marketing strategies on Consumers purchasing decisions

- Presented results at a marketing conference.

KEY ACHIEVEMENTS



Digital Marketing Achievements

Increased organic website traffic by 30% through effective SEO strategies.

Launched a successful social media campaign that resulted in a 50% increase in brand engagement.



SEO Achievements

Improved website ranking for target keywords to the top 3 positions on Google.



Champion of 2021

Member of the DIU BBA 2021 Soccer Team



Planning Experience in 2022

Organized and coordinated events like BBA Fest, managing timelines, resources, and cross-departmental collaborations.

VOLUNTEERING

Health Campaign Assistant

Rotary Club International

📅 01/2018 - 02/2018

Help administer vaccines and provide information about vaccination programs. Assist with health screenings for conditions like diabetes, blood pressure, and vision.

Volunteer Coordinator

As-Sunnah Foundation

📅 09/2024 - 09/2024

Led a team of 20 volunteers to organize a successful community cleanup event, resulting in the removal of over 500 pounds of trash from a local park.

REFERENCES

Shamima Nasrin

Assistant Revenue Officer
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Washimul Bari

GM of Pharma Treat Ltd
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