



PROFILE

Dynamic Digital Marketing Officer and MIS Executive with a proven track record at PBS.COM.BD and Emami Bangladesh Ltd. Excelled in leveraging advanced Excel and data analytics to optimize digital campaigns and enhance decision-making processes. Skilled in relationship management, increased data accuracy, and maximized ROI with strategic PPC campaigns.

Personable and analytical, bringing deep understanding of data management and reporting. Well-versed in database management systems and data visualization tools, with proficiency in Excel and SQL. Committed to leveraging these skills to drive actionable insights and optimize business processes.

CONTACT

PHONE: 01844263046

ADDRESS: 10/B, Shantibagh, Malibagh, Dhaka-1217

EMAIL: nhb.onln@gmail.com

SKILLS

ADVANCED EXCEL
MICROSOFT ACCESS
DAILY DASHBOARDS
DATA ANALYTICS
MICROSOFT OFFICE
RELATIONSHIP MANAGEMENT
CRM PROFICIENCY

NOOR HASSAN BAPPY

MIS EXECUTIVE – DIGITAL MARKETING OFFICER

EDUCATION

Royal University of Dhaka

Computer Science and Engineering
May 2022 - Present

Birshreshtha Noor Mohammad Public College

Higher Secondary Certificate (Science)
2011 - 2013
GPA 5.00

St. Gregory's High School

Secondary School Certificate (Science)
2001 – 2011
GPA 5.00

WORK EXPERIENCE

PBS.COM.BD (Sister Concern of Panjeree Publication Ltd.) **Digital Marketing Officer**

Nov 2023 - Jan 2025

- Tracked competitors' online activities to identify opportunities for improvement within our own digital marketing efforts.
- Managed PPC advertising campaigns on Google AdWords and Facebook Ads, optimizing ad spend for maximum ROI.

Emami Bangladesh Ltd.

MIS Executive

Dec 2020 – June 2021

- Produced tables, pivot reports and charts for use in key decision-making processes.
- Generated reports each month covering Various data.
- Performed thorough data validation procedures to ensure the integrity of information used in decision-making processes.
- Improved data accuracy by streamlining the collection, analysis, and reporting of critical business metrics.