



Taeef Najib

Nationality: Bangladeshi **Date of birth:** 28/08/1989

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Home: 46/1 West Tejtury Bazar, Tejgaon, 1215 Dhaka (Bangladesh)

WORK EXPERIENCE

Software Development Engineer I

Sidetrek [01/04/2022 – Current]

City: Dhaka (Remotely)

Country: Bangladesh

- Collaborate closely with the CTO and the engineering team to lead product testing and development ensuring top-notch quality and functionality.
- Take charge of various machine learning projects, utilizing advanced techniques to boost product performance and user experience.
- Create documentation providing clear guidance for stakeholders.
- Play a pivotal role in product demos, effectively communicating its value to clients and in-house stakeholders.
- Collaborate with the marketing team and leverage my digital marketing expertise to craft engaging visuals and execute customer acquisition plans, boosting audience engagement.

Co-founder

Ghoorni [01/01/2018 – 31/03/2023]

City: Dhaka

Country: Bangladesh

- Led a team and orchestrated all facets of the operation, encompassing marketing, corporate partnerships, financing, branding, and daily functions.
- Earned recognition as a finalist at GIST Tech-I 2018, powered by the American Association for the Advancement of Science (AAAS) and the U.S. Dept. of State.
- Secured a noteworthy BDT 1 million startup grant from Startup Bangladesh, under the ICT Division of the government.
- Graduated from YC Startup School (SUS-2019).

Visualizer & Digital Marketing Consultant

Freelance [01/01/2013 – 31/03/2022]

City: Dhaka (Remotely)

Country: Bangladesh

- Maintained a perfect 100% job satisfaction score on Upwork and became a top-rated contractor while collaborating with numerous clients on diverse projects.
- Crafted compelling designs for Google and Facebook ad creatives, website visuals, digital marketing campaigns, brand identity, marketing materials, and user interfaces.
- Excelled in client management, emphasizing effective communication, understanding client needs, and consistently delivering high-quality work that exceeded expectations.
- Managed multiple projects concurrently, I ensured timely delivery, collaborating seamlessly with technical and marketing teams to achieve project objectives.
- Served as a freelance Digital Marketing consultant, guiding local clients in planning, creating, managing, and optimizing Facebook and Google ad campaigns
- Managed social media profiles and implemented essential analytics tools for web optimization.
- Continually enhanced my skills and adapted strategies to meet evolving industry demands.

EDUCATION AND TRAINING

MBA

University of Dhaka (Dept. of Marketing) [01/08/2013 – 31/12/2019]

City: Dhaka

Country: Bangladesh

Website: <https://www.du.ac.bd/body/MRK>

Bachelor of Business Administration

East West University [01/08/2008 – 31/12/2012]

City: Dhaka

Country: Bangladesh

Website: <https://fbe.ewubd.edu/business-administration>

LANGUAGE SKILLS

Mother tongue(s): **Bengali**

Other language(s):

English

LISTENING C1 READING C2 WRITING C2

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Python / SQL / R / Scikit-Learn / Git / XGBoost / Catboost / LightGBM / PyCaret / Prophet / ARIMA / Pandas / NumPy / SciPy / Matplotlib / Seaborn / Tableau / PyTorch / SpaCy / NLTK / Hugging Face Transformers / OpenCV / YOLO / DVC / MLflow / GitHub / Linux / Bash / Docker / Flask / Streamlit / BentoML / FastAPI / Postman / Natural language Processing / Computer Vision / Machine Learning / Deep Learning / Classification / Regression / Clustering / ANN / Convolutional Neural Network (CNN) / Recurrent Neural Network (RNN, LSTM) / ETL / Data Preprocessing / Exploratory Data Analysis / Data Visualisation / Feature Engineering / Model Evaluation / Hyperparameter Tuning / Explainable AI (XAI) / Version Control / Containerization / Deployment / Experiment Tracking / Model Versioning / Microsoft Excel / Dashboard / Data Analytics / Statistics / Data Science / Statistical Analysis / Kaggle / Web Scraping / REST API / Anaconda / Jupyter Notebook

HONOURS AND AWARDS

IBM Data Science Professional Certificate

IBM [01/04/2022]

AWS Educate Machine Learning Foundations

Amazon Web Services (AWS) [01/09/2023]

RECOMMENDATIONS

Co-founder at Sidetrek

Name: Seungchan Lee

It's difficult to find someone with as much drive to constantly learn and improve as Taeef. I hired Taeef more than a year ago as a junior data scientist, and since then he's grown to become an integral part of our engineering team. What makes Taeef unique is just how much he cares about the business like it were his own. It's rare to find people with this kind of ownership mentality and when you combine that with his enthusiasm and positivity, it lifts the whole team to become more energetic and productive. Taeef would be a great asset to any team.