



# Abidur Rahman

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## CONTACT

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## OBJECTIVES

Ensure companies digital channel performance with KPI and make sure Digital media promotion and Brand establishment with proper plan and implementation.

## WORK EXPERIENCE

DBH Finance PLC. (DBH)

February -2021

Lead- Digital Marketing

- Responsible for digitalization & Digital promotion of all financial services of DBH
- Plan and execute all digital marketing, including SEO/SEM, enriching target audience, social media and display advertising campaigns, 360 Marketing in digital space.
- Responsible for Branding & PR management
- Lead Management, Partnership, Digital B2B & B2C campaign
- Restructuring & Maintaining all digital platform with automation and ensure customer funnel for lead generation
- Introducing & Maintaining DBH Digital Services (online financial services) for DBH
- Digital agency & Vendor Management
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimisation of spending and performance based on the insights
- Introducing & Maintaining Advance facebook chatbot automation
- SEO configuration, Google My business, Search Console. Google Analytics, Google trends, Site optimisation

Dnet

August 2018 — January 2021

Assistant Manager, Digital Marketing

- Lead Digital Marketing Specialist and Trainer of CPTU (under IMED, Ministry of Planning Bangladesh)
- Lead Digital Marketing Specialist of microentrepreneurs Asia & Amar Dokan Application (Inclusive Financing under SHIFT)
- Responsible for Content creation and promotional audiovisual making
- Plan and execute all digital marketing, including SEO/SEM, enriching target audience, social media and display advertising campaigns, 360 Marketing in digital space
- Responsible for campaign management: Website redirection campaign, App Promotion , Video Views and Call to Action Campaign
- Design, build and maintain all social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies and solution design
- Plan, execute and measure experiments and conversion tests
- Marketing Campaign Management & Brand Establishment
- workshop and project visit for the execution of project activities as designed and required.
- Lead trainer of Digital Marketing

Lifechord Limited

April 1 ,2018 — July 31, 2018

Assistant Manager

- Design, build and maintain all social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute and measure experiments and conversion tests
- Marketing Campaign Management & Brand Establishment

Bdinfosys Limited

July 2013 — March 2018

Business Executive

- Digital Marketing (Spend over 50000\$ in Facebook Advertising over 30 renowned Firm) & Other Platform
- Business Automation through international Market (Envato)
- Email, Brand Sms, Database Marketing with Sound knowledge about SEO
- Responsive Web based E-commerce & Application development
- Marketing Campaign Management & Brand Establishment
- Page admin and maintain over 6 top companies of Bangladesh Campaign and promotion
- Corporate Sale & Monitoring with Business Management Software & ERP

360 Degree Communication

January 2012 — June 2013

Corporate Marketing Officer

- Corporate Event Management
- Activation of new Campaign
- Dealing with Corporate Partner
- Maintain relations & sourcing new client

## EDUCATION

EMBA

2017 — 2020

North South University

**Marketing**

CGPA : 2.73 (Out of 4)

Numerical Score: 80-82

Masters In Business Studies

2010 — 2011

Dhaka Commerce College

Under National University

**Finance & Banking**

Version: English

**Result: First Class**

Dhaka Commerce College

Under National University

**Finance & Banking**

Version: English

**Result: First Class**

HSC (Higher Secondary School Certificate)

— 2006

Dhaka Commerce College

Business Studies (**GPA : 4.90**)

SSC (Secondary School Certificate)

— 2004

Satkhira Govt High School

Business Studies (**GPA : 4.56**)

## PROFESSIONAL SKILL

**Certification:** Google Certified Professional, Facebook Advance Advertisement

**Online Tools:** Hootsuite, Buffer, Juicer (online feed for Website) , Moz SEO Software for Smart Marketing , Online Payment Gateway, Themeforest, Codecanyon,

**Digital Orientation:** Canava, Free pik, Adobe Spark, Crello, Fotor

**Computer Skill:** MS Word ,Excel, PowerPoint, Audio Visual Content creation. Adobe Photoshop and After Effect, Troubleshoot, Basic Network Management

**Business Tools:** Slack, Fleep (Communication Platform), Zoom, Client Management: CRM

**Presentation and Training Tools:** Prezi, Slido

## WORKSHOP & TRAINING

Marketing Through Digital Media

Workshop Venue: Radison Bangladesh

Mahesh Narayanan Global Chief Operating Officer - Saavn | Business Leader & Advisor for Mobile, Adtech, Content & Consumer Internet

Microsoft Office and Troubleshooting

Training Vendor: Lanscomp USA (Bangladesh Campus)

## PORTFOLIO

**Lead Digital Marketing Specialist for CPTU under IMED Ministry of Planning**

- Site optimization and configuring SEO and Rank in google first page
- Responsible for Content creation and promotional audiovisual making
- Conducting Digital Promotion on Facebook and Google Platform
- App Promotion for CPTU android and IOS Application
- Successfully Conducted Training- Social Media Management and SEO Strategies
- Social and Digital Media management for CPTU, e-GP and Citizen Portal
- Lead Producer of Web trailer for citizen portal published in World Bank Project list

### **Lead Digital Marketing Specialist "National Election awareness Campaign"**

- Raise awareness for the young voter election rules Do's and Don'ts and election information
- Achievement: Engage 10000 people and over 1 million traffic for online quiz

### **Lead Digital Marketing Specialist " Microentrepreneurs Asia & Amar Dokan Application"**

- Conducting Promotion for micro-merchants and Amar Dokan mobile Application
- Promotion of managing business during Covid for micro-merchants

### **Lead Digital Marketing Specialist "Aponjon"**

- Digital Health Service For Expecting and New Mothers
- Achievement: Over 1.5 lakh like/followers with 10 million page engagement

### **Lead Digital Marketing Specialist "Cyberchamp Campaign"**

- Internet Safety and Cyber Security awareness campaign
- SEO Optimization and ranked for the web platform and gain 22 lakh visitor/traffic through website redirection campaign for the website cyberchamp.com.bd

### **Successfully conducted campaign for:**

- **Berger Paint Bangladesh**
- **Dominos Pizza**
- **Sakib al Hasan official Page**
- **Herfy Bangladesh**
- **Samsung Electra International**
- Mount Elegabeth Hospital Singapore
- **CloudoneX**
- **Shahjahan Wedding**
- **Kamal Hair and Skin Center**
- **Dr.Zahed Hair and Skinic**
- **Aurora Hair and Skin Research Institute**
- **Pretex Bangladesh**
- **UNCDF SHIFT**

## **REFERENCES**

### **Debashish Bhowmick**

Head of Technology

Dnet

call: 01819493265

[www.dnet.org.bd](http://www.dnet.org.bd)

### **Imtiaz Elahi**

Head of Brand & Communication

Delta Brac Housing Limited

Call: 01614047443

[www.deltabrac.com](http://www.deltabrac.com)

