



MD. ASADUL ISLAM

DIGITAL MARKETING SPECIALIST

CONTACT

- +880-1615-445866
- +880-1615-445866
- i.asadul5866@gmail.com
- Mirpu, Dhaka, Bangladesh
- asadulislamplaybook.com
- asadulislam5866

HARD SKILLS

- SEO
- Social Media Marketing
- Shopify SEO
- Google AdSense
- WordPress Customization
- Lead Generation

SOFT SKILLS

- Communication
- Team Building
- Time Management
- Organizing

SOFTWARE KNOWLEDGE

- Microsoft Word, Excel, Powerpoint
- Google Docs, Sheets
- Photoshop CC, Illustrator CC (Basic)



CAREER OBJECTIVE

As a Digital Marketing Specialist, I develop strategies to boost brand visibility and attract the right audience. I focus on driving business growth through effective digital marketing. My goal is to deliver measurable results and contribute to a successful team. In the next 3-4 years, I aim to expand my expertise and take on leadership roles within the digital marketing field.



WORK EXPERIENCE

Tech Dots

2024 - PRESENT

Digital Marketing Specialist

- Improve search rankings, enhance website performance, and drive organic traffic through on-page and off-page SEO strategies.
- Manage social media campaigns, create engaging content, and boost brand awareness.
- Develop strategies to attract and convert high-quality leads for business growth.
- Analyze marketing data, track campaign performance, and optimize strategies for better results.

Gladiolus Fashion Wear Ltd.

2021 - 2023

Assistant Merchandiser

- Managed communication between buyers, suppliers, and production teams to ensure timely order execution.
- Assisted in selecting materials, negotiating prices, and coordinating with vendors to maintain quality standards.
- Tracked production progress, ensured deadlines were met, and resolved any delays or issues.
- Monitored stock levels, coordinated shipments, and ensured on-time delivery of products.

Esteem Wears Ltd.

2018 - 2020

IE Officer

- Analyzed workflows to improve efficiency and reduce waste.
- Conducted time studies to enhance productivity and optimize labor allocation.
- Identified cost-saving opportunities while maintaining quality standards.
- Developed and implemented strategies to streamline manufacturing processes.

LANGUAGE

- English (Fluent)
- Bengali (Fluent)
- Hindi (Basic)

ACTIVITIES & INTERESTS

- Traveling
- Photography
- Drawing & Sketching
- Listening Music
- Watching Movies
- Playing Chess, Cricket & Football



EDUCATION

MBA Product & Fashion Merchandising Shanto-Mariam University of Creative Technology GPA: 3.19 / 4.0	2016 - 2017
B.A Hons. AMMT Shanto-Mariam University of Creative Technology GPA: 2.80 / 4.0	2011 - 2015
HSC Business Studies College of Finance & Management GPA: 3.70 / 5.0	2009 - 2011
SSC Science Savar Cantonment Board High School GPA: 3.13 / 5.0	2007 - 2009



TRAINING / CERTIFICATION

Name :	Digital Marketing (Level 3 Certification)
Institution :	National Skills Development Authority (NSDA)
Topic :	SEO & Social Media Marketing
Certificate Status :	Achieved
Year :	2025
Name :	Digital Marketing
Institution :	Creative IT Institute
Topic :	SEO, Social Media Marketing, Shopify SEO & Google AdSense
Certificate Status :	Achieved
Year :	2024



EXTRA-CURRICULAR ACTIVITIES

Vice President Photography Club Shanto-Mariam University of Creative Technology	2013 - 2014
<ul style="list-style-type: none">Guided student committees and encouraged teamwork to achieve goals.Planned and organized academic, cultural, and extracurricular events.Contributed to university programs and student development initiatives.Represented the university, built connections, and collaborated with students and faculty.	



PERSONAL INFORMATION

- Date of Birth :** 01 Feb 1993
- Nationality :** Bangladeshi
- NID :** 6872474306
- Marital Status :** Married