



MD. ASADUL ISLAM

PROFESSIONAL DIGITAL MARKETER

CONTACT

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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

DevsZone

2025 - Present

Digital Marketing Executive

- Handle and optimize advertising campaigns across Google Ads, Facebook, Instagram, YouTube, and LinkedIn.
- Develop and manage content for social media, email marketing, and company websites.
- Conduct keyword research and SEO analysis to boost search engine visibility.
- Monitor and analyze campaign performance, preparing monthly ROI reports.

Tech Dots

2023 - 2025

Digital Marketing Jr. Executive

- 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.

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
- 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