



- **Integrated Marketing Communications (IMC):** Conceptualize, plan, and supervise digital content production, TVCs, OVCs, corporate documentaries, AVs, brand activations, and online advertising campaigns; maintain strategic liaisons with media and advertising agencies.
- **Omnichannel Campaign Implementation:** Execute data-backed digital initiatives across Search Engine Marketing (SEO/SEM), Meta Ads, Social Media, Direct Email Marketing, Mobile SMS Marketing, and Display Ad Networks.
- **Digital Infrastructure & Platform Management:** Oversee, maintain, and secure company-owned digital assets including corporate websites, mobile applications, webmail, and enterprise CRM software systems.
- **Consumer Insights & Market Research:** Conduct deep research into market trends, target audience demographics, competitor positioning, and end-to-end consumer purchase journeys to maximize engagement and conversion rates.
- **Key Impact & Milestones:** Successfully generated 4,500+ direct online orders; spearheaded end-to-end digital marketing for Minister Dhaka in the BPL Cricket Tournament; drove complete digital marketing rollout for Eraj E-Commerce; executed 177+ successful campaigns.

#### **Project Manager (Business Development Manager)**

**Feb 2020 – Sep 2021**

**AR IT FIRM (Sister Concern of AR Trade International) | Dhaka, Bangladesh**

**Full-Time**

*A leading ICT firm specializing in technology distribution, custom software architecture, web application development, and enterprise IT hardware solutions.*

- **Agile Team Leadership:** Managed a cross-functional team of 9 software engineers, web developers, UI/UX designers, SEO analysts, and digital marketers across multiple client project lifecycles.
- **End-to-End Project Operations:** Oversee project planning, system architecture, front-end/back-end development, deployment, quality assurance (QA), and monitoring for web apps and client IT infrastructures.
- **Technical Direction & Mentorship:** Mentored team members, provided technical architecture guidance, resolved operational bottlenecks, conducted performance appraisals, and aligned team goals with business milestones.
- **Cross-Departmental Business Alignment:** Acted as the primary manager for new business initiatives requiring IT, Web Engineering, Sales, Digital Marketing, and Client Support collaboration.
- **Key Impact & Milestones:** Successfully delivered 57+ custom website projects, 17+ ERP & POS software enterprise deployments, and completed 179+ client digital marketing campaigns.

#### **Senior Executive Officer (IT & Digital Operations)**

**Mar 2018 – Jan 2020**

**AR TRADE INTERNATIONAL | Dhaka, Bangladesh**

**Full-Time**

*Pioneer digital archive house and national distributor of IT hardware, office automation equipment, photocopiers, and enterprise systems.*

- **SEO Strategy & Web Architecture:** Developed and executed complete search engine optimization strategies, e-commerce site architecture, content calendars, and technical site performance improvements for artradeinternational.com.
- **Internal Enterprise Server Management:** Configured and administered enterprise IT server infrastructure, including Active Directory, Backup Server, File Server, Print Server, FTP Server, Domain/DNS Hosting, and WHM/cPanel controls.
- **ERP & POS System Administration:** Configured, deployed, maintained, and troubleshooted Enterprise Resource Planning (ERP) and Point of Sale (POS) software solutions across all company distribution branches.
- **Social Media & Audience Growth:** Managed company digital channels across LinkedIn, Facebook, and Twitter, enhancing online audience outreach and brand authority.
- **Key Impact & Milestones:** Scaled monthly organic web traffic from under 50 to 25,000+ visitors within 18 months; achieved 1st-page Google rankings for 278+ buying intent commercial keywords.

#### **Digital Marketing Executive & Web Developer**

**Jan 2014 – Feb 2018**

**LINKAGE GROUP | Dhaka, Bangladesh**

**Full-Time**

- **E-Commerce Development & Maintenance:** Built and maintained responsive corporate e-commerce portals, including full site architecture and front-end development for enterprise clients such as Ronginbari.
- **Multi-Channel Ad Campaigns & Event Marketing:** Planned and executed digital advertising campaigns across SEO, PPC, and Social Media; organized offline trade exhibitions and promotional events for company products.
- **In-House Graphic & Brand Design:** Produced social media marketing creatives, digital banners, brand assets, and offline print marketing collateral to support group branding.
- **Key Impact & Milestones:** Designed and developed the Ronginbari e-commerce platform from scratch, growing traffic from 0 to 3,000+ organic monthly visits within 24 months.

EDUCATION & ACADEMIC CREDENTIALS

| DEGREE / DIPLOMA                   | INSTITUTE / BOARD                                           | MAJOR / SUBJECT                     | RESULT / GRADE   |
|------------------------------------|-------------------------------------------------------------|-------------------------------------|------------------|
| B.Sc. (Hons) in EEE                | University of Information Technology & Sciences (UITS)      | Electrical & Electronic Engineering | CGPA 3.25 / 4.00 |
| Diploma in CSE                     | Bangladesh Youth Technical Development Institute (BYTDI)    | Computer Science & Engineering      | CGPA 5.00 / 5.00 |
| Higher Secondary Certificate (HSC) | University Laboratory School & College (ULAB)   Dhaka Board | Science Group                       | GPA 3.80 / 5.00  |
| Secondary School Certificate (SSC) | Koilain Tulpai High School   Comilla Board                  | Science Group                       | GPA 4.69 / 5.00  |

PROFESSIONAL CERTIFICATIONS & SPECIALIZED TRAINING

| CERTIFICATION / COURSE TITLE                 | ISSUING AUTHORITY / PLATFORM                  | YEAR / DURATION | DETAILS / STANDING                        |
|----------------------------------------------|-----------------------------------------------|-----------------|-------------------------------------------|
| Full Stack Web Development Career Track      | Bohubrihi Online Platform                     | 2021 (4 Months) | Completed Professional Career Track       |
| Google Certified Digital Marketer            | Google Inc.                                   | Certified       | Professional Diploma in Digital Marketing |
| HubSpot Content Marketing Certification      | HubSpot Academy                               | Certified       | Inbound Content & Growth Strategy         |
| Digital Agencies Certification               | SEMrush Academy                               | 2019            | Agency Digital Marketing & SEO Strategy   |
| Diploma in Computer Office & Graphics Design | National Youth Development Training Institute | Certified       | Graduated with Distinction Grade: A+      |
| Website Design & Development Training        | Institute of Information Technology (IIT)     | Certified       | Graduated with Distinction Grade: A+      |

PERSONAL DETAILS

|                    |                            |
|--------------------|----------------------------|
| Full Name:         | MD Shakil Hosen            |
| Father's Name:     | MD Shah Alam               |
| Mother's Name:     | Jannatul Ferdaous          |
| Permanent Address: | Koilain, Chandina, Cumilla |
| Nationality:       | Bangladeshi                |
| Religion:          | Islam                      |

PROFESSIONAL REFERENCES

|                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Engr. Safiqul Islam</b><br>CEO, Connect Firm Ltd.<br>9 Hatkhola Road, Motijheel C/A, Dhaka<br>Email: info@connectfirm.com   Cell: (+88) 01611 333 500             |
| <b>MD Amir Hossain</b><br>Managing Director, AR Trade International<br>159, Santinagar, Dhaka-1217<br>Email: ceo@artradeinternational.com   Cell: (+88) 01977 554401 |