

# Md Shohan Ahmed Bhuiyan

Digital Marketing  
Expert

LinkedIn Profile:

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Mirpur, Dhaka



## TECHNICAL SKILL

**Web Technology:** Google Ads, Analytics, Tag Manager, AdSense, Facebook Ads Manager, WordPress

**Designing Tools:** Photoshop, Illustrator, After-Effect, 3D Blender, Canva

**Programming Language:** PHP, HTML, CSS

**Software:** MS Office, Adobe, Blender

## SOFT SKILL

Working Proficiency in English.

Motivational speaker.

Fast-learner and flexible.

Collaborative and creative working skills and has strong conceptual thinking.

Can work effectively and efficiently under pressure, can unspeakably meet deadlines.

## PORTFOLIO

**Behance:** <https://www.behance.net/shohan8>

**Fiverr:** [shohan85](#) | [Profile](#) | [Fiverr](#)

**Freelancer:** [Md Shohan Ahmed B. Profile](#) | [Freelancer](#)

## LANGUAGES

**BENGALI** (Native or Bilingual) I write and speak this language perfectly.

**ENGLISH** (Conversational) I write and speak this language well.

## WORK EXPERIENCE

### Senior Digital Marketing Officer

Full Time

#### Oxford International School

June 2023 to Present

- **Team Lead** Provide direction, support, and leadership to team members, ensuring they understand their roles and responsibilities.
- **Project Planning:** Collaborate with the team to set project goals, timelines, and objectives. Delegate tasks and allocate resources efficiently.
- **Social Media Management:** Manage and maintain the company's social media profiles, including platforms like Facebook, Twitter, Instagram, LinkedIn, and others. Create and schedule posts, engage with followers, and monitor social media analytics.
- **Market Research:** Conduct research to identify market trends, customer needs, and competitors. Analyze the product's position in the market and its potential for success.
- **Website SEO:** Conduct keyword research, optimizing content and meta tags, building backlinks, enhancing site speed and mobile-friendliness, and ensuring easy crawlability. Additionally, create valuable content, improve user experience, monitor performance with analytics, and stay updated with SEO trends to keep the site ranking high in search results.



### Digital Marketing Consultant

#### Piara Bazar Inc.

June 2023 to Present

- **Team Lead** Provide direction, support, and leadership to team members, ensuring they understand their roles and responsibilities.
- **Project Planning:** Collaborate with the team to set project goals, timelines, and objectives. Delegate tasks and allocate resources efficiently.
- **Market Research:** Conduct research to identify market trends, customer needs, and competitors. Analyze the product's position in the market and its potential for success.

# Md Shohan Ahmed Bhuiyan

Digital Marketing Expert

## EDUCATION HISTORY

**Bachelor of Science in CSE**  
**Institution: Daffodil International University**  
Year of Graduation: 2022

**H.S.C**  
**BCIC College, Dhaka**  
Year: 2017

## VOCATIONAL BACKGROUND

**Digital Marketing**  
CodersTrust Bangladesh (2021)

**SEO Training**  
NShamimPRO (2022)

**2D & 3D Animation, Graphics**  
BASIS (BITM) (2021)  
Photoshop, Illustrator, After-Effect, Blender

**Web Development DIU Intern**  
E-commerce Development (2021)  
PHP, Laravel, HTML, CSS

## PERSONAL DETAILS

**Mother's Name:** Nur Nahar Jobeda  
Khanom

**Father's Name:** Md Abdul Goni Bhuiyan

**Nationality:** Bangladeshi

**Passport No:** B00187005

**National ID No:** 6911188818

**Date of birth:** December 23, 1999

**Blood Group:** B+

## WORK EXPERIENCE



### Digital Marketing Mentor

**CodersTrust Bangladesh.**, a global Global Digital Workforce Development Institute  
January 2023 to June 2023

- Guidance and Strategy Development, providing guidance and direction to your mentees in developing effective digital marketing strategies
- Assist to the creation of comprehensive marketing strategies that encompass various digital channels and tactics such as social media, email marketing, content marketing, SEO, paid advertising, and more.
- Performance Evaluation and Feedback



### Digital Marketing Executive

**AHC (A Hossain CTG)**

**Australia**

**November 2022 to Present (Remotely)**

- Planning and Implementing Digital Marketing Strategies. Monitoring Social Media, Website.
- Managing and Optimizing Digital Campaigns, Facebook Ads, Google Ads, adjusting targeting parameters, optimizing ad spend, refining messaging, and implementing A/B testing to improve campaign results
- Select Design And Promoting, Lead Collecting And Email Marketing



### Digital Marketing & Graphics Designing Intern

**Bangladesh Software Development (BSD).**, a software development company, provides a lot of e-com software for clients across various industries.

March 2022 to November 2022

- Planning and Implementing Digital Marketing Strategies. Monitoring Social Media, Website.
- Facebook Ads Campaigns, adjusting targeting parameters, optimizing ad spend, refining messaging
- Design Social Media Content and Video for campaigns. And Design image for website.

## REFERENCES

**Soummo Supriya**  
**Head Of Business Department,**  
**Oxford International School**  
Phone: +8801926000721  
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**Dr. Sheak Rashed Haider Noori**  
**Professor and Head**  
**Department Of Computer Science and Engineering,**  
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*Shohan Ahmed*

Your Signature

I hereby certify that the above information is true and correct.