



RAFAYATUL KABIR

Digital Marketing Strategist

CONTACT ME

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- 📍 Uttara, Dhaka, Bangladesh

SKILLS

- Digital Marketing Strategy
- SEO & SEM
- Data Analysis
- Content Management
- Social Media Marketing
- Email Marketing
- Basic Design Skills
- Strategic Thinking and Planning
- Google Analytics Certified
- MS Teams Certified
- Content Writing
- Video Editing
- Canva
- Analytics Reporting

LANGUAGE

- English
- Bengali

AWARDS

Oct 2022 - 2023 | SkyTech Solutions
Key Contributor Award

ABOUT ME

Results-driven Digital Marketing Manager with over 7 years of experience and continuing in developing and executing successful digital marketing strategies. Adept at leveraging data analytics and cutting-edge tools to optimize campaigns, increase brand awareness, and drive conversions. Seeking to bring expertise to Energy Plus BD to enhance their digital presence and achieve business growth.

EDUCATION

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| North South University | 2013 - 2018 |
| School of Business & Economics | |
| O & A Levels IGCSE & GCE | 2003 - 2012 |
| The Aga Khan School, Dhaka | |

EXPERIENCE

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| Digital Marketing Manager
SkyTech Solutions BPO | 2018 - 2024 |
| <ul style="list-style-type: none">• Planned and executed comprehensive digital marketing campaigns including web, SEO/SEM, email, social media, and display advertising.• Developed digital marketing strategy by analyzing economic indicators, tracking changes in supply and demand, and monitoring competition.• Maintained a strong social media presence across all digital channels, engaging with followers and customers.• Measured and reported on the performance of all digital marketing campaigns using advanced GA-4, Search Console and Social Media Insights.• Built and executed marketing programs and campaigns, collaborated cross-functionally, and reported on key marketing metrics.• Built email lists and nurtured customer relationships through personalized emails and automated flows.• Trained and guided copywriters and designers by incorporating client feedback. | |

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| Klaviyo Acct. Manager & Virtual Assistant
Beauchamp & Sullivan Co. | 2020 - 2022 |
| <ul style="list-style-type: none">• Managed and optimized email marketing campaigns for eCommerce clients using Klaviyo, resulting in increased open rates, click-through rates, and conversions• Developed and implemented email marketing strategies, including segmentation, automation, and A/B testing• Assisted with administrative tasks such as scheduling meetings, managing calendars, and handling client inquiries• Prepared detailed reports on campaign performance and presented them to clients and stakeholders for making strategic decisions• Relayed client feedback to designers and/or copywriters for incorporating changes in email templates• Company inbox management for easier access and tracking reminders• Generated email campaign ideas by referring to ceremonial occasions• Project update through Asana | |

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| Executive Virtual Assistant
Cloud Digital | 1 Month Contract |
| <ul style="list-style-type: none">• Designed and implemented ClickUp structures for project management• Created custom dashboards and reports in ClickUp to provide real-time visibility into project status and team performance• Monitored and optimized ClickUp usage to continuously improve workflow efficiency and address any issues promptly• Setup client onboarding tasks, employee handbook and updated to-do lists while assigning the right candidate for each task | |

REFERENCES

Musnad E Ahmed
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