

## PROFESSIONAL SUMMARY

Results-oriented Digital Marketing & Branding professional with hands-on experience delivering multi-channel campaigns for international brands across the United States, Canada, Germany, Australia and Denmark. Proven track record in social media strategy, Amazon Enhanced Brand Content (EBC/A+), SEO, email marketing, content creation and brand voice development. Skilled at operating fully remotely, collaborating with distributed teams, and driving brand consistency and growth. Strong foundation in marketing strategy, design thinking and growth hacking.

## CORE COMPETENCIES

Digital Strategy & Branding • Social Media Management (Facebook, Instagram, TikTok, YouTube) • Amazon EBC / A+ Content • SEO & Content Marketing • Email Marketing & Campaign Management • Facebook Ads & Paid Social • Copywriting & Proofreading • Growth Hacking • Design Thinking • Video Editing • Canva / Adobe Photoshop & Illustrator • WordPress • Google Workspace & Microsoft Office • Remote Collaboration & Virtual Team Leadership

Tools: Meta Business Suite, Canva, Adobe Creative Suite, WordPress, Google Analytics (fundamentals), Python & MySQL (basic), Microsoft Office / Google Workspace

## PROFESSIONAL EXPERIENCE

### Social Media Manager & Content Creator | Virtual Assistant

SE3 Consulting (Real Estate Agency) — USA (Remote)

- Owned end-to-end social media presence across Facebook, Instagram, TikTok and YouTube, establishing a consistent brand voice and visual identity.
- Created and scheduled all organic posts; synced website content with social channels to maintain brand coherence.
- Designed graphics and edited editorial photos for clients and digital publications using Canva and Adobe tools.
- Supported package positioning and promotional content that contributed to increased visibility of service offerings.

### Email Marketing Specialist | Content Writer | Facebook Ads Manager

Coup365, Printyfi & Preents — Denmark (Remote)

- Planned and executed email marketing campaigns and Facebook Ad initiatives for e-commerce and print brands.
- Wrote and optimized promotional and educational content to support conversion and brand storytelling.
- Collaborated remotely with international stakeholders on campaign timing, creative direction and performance tracking.

### SEO Specialist & Amazon Store Manager

Electronicx GmbH — Stuttgart, Germany (Remote)

- Managed Amazon product listings, including optimization of titles, bullet points, descriptions and backend keywords.
- Created and maintained Enhanced Brand Content (EBC / A+) to strengthen brand storytelling and improve conversion rates.
- Handled customer service communications and supported overall store performance and brand presentation on Amazon.

### Operations Management Support

Inside Maps International Co. — Silicon Valley, California, USA (Remote)

- Supported operational workflows and project coordination for a Silicon Valley-based technology company.
- Contributed to process organization, documentation and cross-functional communication in a fully remote setup.

### Digital Marketing Intern

GAOTEK Inc. — New York, United States (Remote)

- Assisted with digital marketing initiatives and campaign support for a US-based technology company.
- Gained practical exposure to international marketing workflows, content planning and performance-oriented execution.

### Social Media Intern

GAO RFID Inc. — Greater Toronto Area, Ontario, Canada (Remote)

- Supported social media content creation and community engagement for a Canadian RFID technology firm.
- Helped maintain consistent brand messaging across platforms while collaborating with a distributed team.

### Administrative Assistant | Content Creator | Facebook Ads Campaign Manager

Developments Direct — Property Matching Agency, Gold Coast / Sydney, Australia (Remote)

- Created social media content and managed Facebook Ad campaigns for a property matching agency.
- Performed proofreading, website editing and administrative support to maintain brand quality and operational efficiency.
- Worked closely with management on strategic planning and copywriting initiatives.

## EDUCATION

### Bachelor of Business Administration (BBA) — Major in Management

National University of Bangladesh | CGPA 3.40 (Last Semester)

Award: 1st Prize in Business Communication as Team Lead

## ADDITIONAL INFORMATION

Languages: English (Professional working proficiency), Bengali (Native)

Work Preference: Fully remote roles with international companies; flexible across time zones

Soft Skills: Cross-cultural collaboration, self-motivation, quick learning, problem-solving, team leadership, strategic planning