

Last Updated : **October 6, 2018**

## **MOHAMMAD SHAHNEWAZ**

Address: 1st Floor, House#53, Road#14, Sector#11, Uttara,  
Dhaka-1230

Home Phone: +8801717018052

Mobile : +8801683933806

email:contact.shahnewaz@gmail.com



### **Career Objective:**

As an experienced Digital Marketing Expert my objective is to blend my academic knowledge & 7+ years of professional experience into achieving organizational goals.

### **Career Summary:**

Throughout my career i have engaged in various data driven online market research, planning & business development projects for international and local marketing. I am also fluent with all the major digital marketing platforms like Google Adwords, Google Analytics, Google Search Console, Google Tag Manager, Google Optimize, Bing Ads, Facebook Ads, Twitter Ads, LinkedIn Ads etc.

### **Special Qualification:**

Market Planning, Strategic Marketing, Operations Management, Human Resource Management, Branding, Promotions, Digital Marketing, SEO, SMM, PPC, SEM, PR, BTL Activation, Team Management, Content Writing, Article Writing, Blogging, Copy Writing

### **Employment History:**

**Total Year of Experience : 11.2 Year(s)**

1. **Manager - Marketing ( January 1, 2015 - Continuing)**

**CircleCare Inc.**

Company Location : House-40A, Road-20, Mohakhali DOHS, Dhaka

Department: Marketing

**Duties/Responsibilities:**

Strategy and planning: create mobile App advertising strategy, decide on vendors, budget allocation, forecast and scenario planning.

Campaign management: set up, manage, optimize, report mobile appmarketing campaigns both online and offline.

Research, plan, organize, execute and monitor online markeitng campaigns through seo, sem, ppc, smm, influencer marketing, content marketing etc.

Mobile measurement and tracking: manage the Mobile Measurement tool and ensure data accuracy and flowthrough between platforms, attribution tool, analytics tool, and internal database.

Cross-device user journey: map out the mobile user journey and touch points, and connect the dots between mobile, desktop, and other devices to inform overall acquisition strategy.

Creative management: work with the Creative team to craft mobile creatives.

Testing: design creative testing and campaign testing plan, set up and run the tests, conduct analysis and reporting with the Analytics team.

Be the resident Mobile App Marketing expert to analyze metrics on cross-channel and cross-device impact.

Connect the dots and make sense of data.

Achieve marketing objectives for one or more key categories by collaborating with partners and agencies.

Motivating and influencing cross-functional teams.

Executing campaigns measuring results or outcomes (for example, engagement, downloads, retention)

Calculating and tracking ROI of online and offline marketing campaigns.

Supporting and aligning efforts to meet customer and business needs and building commitment for perspectives and rationales.

Utilize and support the Open Door Policy and provide direction and guidance on applying these in executing business processes and practices.

Coordinate, complete, and oversee job-related activities and assignments

Ensure compliance with company policies and procedures and support company mission, values, and standards of ethics and integrity

**2. Team Lead (SEO, SEM, PPC) ( September 2, 2012 - Continuing)**

**M2SYS Technology**

Company Location : House-40A, Road-20, Mohakhali DOHS, Dhaka

Department: Marketing & Business Development

**Duties/Responsibilities:**

Planning & Strategy Development for SEO (Search Engine Optimization), SEM (Search Engine Marketing), SMM (Social Media Marketing), PPC (Pay Per Click) Advertisement

Content Development, Ad Copy Writing, Content Syndication & Distribution Channel Development

Market research and development of overall Marketing Strategy for the entire company

Developing business plan and marketing strategy for the market that ensures attainment of company sales goals and profitability.

Preparing action plans by individuals as well as by team for effective search of sales leads and prospects.

Initiating and coordinating development of action plans to penetrate new markets.

Assist in preparation of proposals, report, presentations & other marketing materials.

Collaborate with the M2SYS executive and marketing team for the creation of marketing campaigns that generate visibility, drive demand, educate external stakeholders and indicate relevance to search engines for web marketing

Provide well-developed proactive recommendations to enhance and exceed overall marketing goals and objectives of the company.

Keyword Research and Analysis for different products and service offered by company

Create keyword strategies that support SEO campaigns and broader marketing goals

Back link Generation, Meta Descriptions, Text AD copy creation

Develop Content for Website, Classified ADs, Blogs & Product Brochure for M2SYS and its Partners

Manage existing keyword lists and develop new keyword lists

Stay current on industry best practices and changes to search engine algorithms

Complete projects within established timelines and goals

**3. BPO Executive (Operations Supervisor) ( April 1, 2011 - February 29, 2012)**

**Catalyst BD & Adiva Graphics**

Company Location : Baridhara DOHS, Road#8,House#469

Department: BPO Operation

**Duties/Responsibilities:**

Operation Supervisor:

Distributing works among co-workers.

Assuring target achievement.

Quality assurance

Compiling days work.

Keeping liaison with the overseas clients and management.

Internal administrative duties

Human Resource Management:

Drafting Job Responsibilities & Description for talent acquisition.

Job posting on career portals

Filtering CVs of candidates.

Calling up applicants from shortlisted list.

Interviewing the applicants.

Providing feedback to the superior.

Training and development of new employees.

MS Power Point Presentation:

Creating Custom power point template's for overseas clients.

Creating PowerPoint presentations with marketing research data.

Statistical significance testing for the data.

Quality checking.

Communication with overseas clients and following up with the project.

Internet Marketing:

Design, develop, and manage PPC campaigns including account structure, keyword research, bid strategies and management, ad copy writing and other core PPC capabilities

Provide analysis of existing PPC campaign performances and devise actionable optimization insight for recommendations and strategies to align with our client objectives

Partner with account managers to define successful KPIs, and produce and deliver successful campaign performance reports

Prioritize between dozens of opportunities to choose the most important tasks

Remain current with industry trends, while continually leveraging new tools and industry best practices to boost efficiency of campaigns

Enhance web presence using SMM, PPC, and SEO

Identify and report on key performance indicators, and opportunities for improvement on a regular basis.

## **Academic Qualification:**

Exam Title	Concentration/Major	Institute	Result	Pas.Year	Duration
Executive MBA	Human Resource Management	East West University	CGPA:2.58 out of 4	2015	2 years
BBA	Marketing	East West University	CGPA:2.53 out of 4	2011	4 YEARS
HSC	Business Studies	Bogra Cantt. Public School and College Bogra	CGPA:4.4 out of 5	2005	2 years
SSC	Business Studies	Bogra Cantt. Public School and College Bogra	CGPA:4.38 out of 5	2003	2 years

## **Professional Qualification:**

Certification	Institute	Location	From	To
Bing Ads Accrediation Exam	Microsoft	<a href="http://advertise.bingads.microsoft.com/en-us/train">http://advertise.bingads.microsoft.com/en-us/train</a>	October 2, 2014	October 2, 2018
Google Adwords Certification Exams	Google Inc.	<a href="https://www.google.com/partners/#i_profile_idtf=10">https://www.google.com/partners/#i_profile_idtf=10</a>	September 13, 2014	September 13, 2015
Google Analytics Certification Exam	Google Inc.	<a href="https://www.google.com/partners/#i_profile_idtf=10">https://www.google.com/partners/#i_profile_idtf=10</a>	September 2, 2014	March 2, 2016

## **Career and Application Information:**

Looking For	: Top Level Job
Available For	: Full Time
Present Salary	: Tk. 95000
Expected Salary	: Tk. 60,000
Preferred Job Category	: Bank/Non-Bank Fin. Institution, General Management/Admin
Preferred District	: Bogura, Dhaka, Rajshahi Italy, Japan, Netherlands, New Zealand, Norway, Sweden,
Preferred Country	: United Kingdom, United States, Switzerland, United Arab Emirates
Preferred Organization Types	: Banks, Advertising Agency, Event Management, IT Enabled Service, BPO/ Data Entry Firm, ISP, Hotel, Airline, Immigration & Education Consultancy Service, Call Center, Automobile

## **Specialization:**

Fields of Specialization
<ul style="list-style-type: none"><li>• IT &amp; Software Marketing</li><li>• Google Adwords</li><li>• Google analytics</li><li>• Google Tag Manager</li><li>• Search Engine Optimization</li><li>• Pay Per Click Advertising</li><li>• Content Marketing</li></ul>

## **Language Proficiency:**

Language	Reading	Writing	Speaking
Bangla	High	High	High
English	High	High	High
Hindi	Low	Low	High

## **Personal Details :**

Father"s Name : Dalilur Rahman  
Mother"s Name : Shahana Begum  
Date of Birth : December 2, 1986  
Gender : Male  
Marital Status : Married  
Nationality : Bangladeshi  
Religion : Muslim  
Permanent Address : Shahana Villa, Natai South Para, Boro Moshjid Lane, Bogra.  
Current Location : Dhaka

**Reference (s):**

	<b><u>Reference: 01</u></b>	<b><u>Reference: 02</u></b>
Name	: MD. Al Kamal Razib	MD Fazlur Rahman
Organization	: Web Soft Creative	Mika Group
Designation	: Managing Director	Executive (Accounts & Finance)
Address	: 68/A Green Road, Dhanmondi, Dhaka	32 Kamal Ataturk Avenues, Bonani, Dhaka.
Phone (Off.)	:	
Phone (Res.)	:	
Mobile	: +8801712238124	+8801718420724
EMail	: alkamal.razib@gmail.com	rubelahmedbogra@gmail.com
Relation	: Professional	Professional

---