

Last Updated : **July 26, 2017**

SABBIR AHMED

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Career Objective:

Short term objective is to gather knowledge as well as honor from my job. Long term objective is to stand out my career by adding value through utilizing my experience in Motion Graphics Animation, Digital Marketing and game development.

Career Summary:

I have maintained the highest performance standards within a diverse range of eCommerce site development, Digital Marketing, SEO & paid advertisements, Motion Graphics Animation & Game Development. As Sr. Digital Marketer & Motion Designer of REVE System, Digital Marketing Executive of GadgetGang7, SEO Expert of ChefOnline (Partex Group) & Social Media & Creative Executive of Bdjobs.com, I streamline my operations very successfully. For more info: <http://AhmedSabbir.com>

Special Qualification:

- 4.5 years experience in Digital Marketing.
- 3 years experience in Web Analytics.
- 2 years experience in Animation.
- 1 year experience in Game Development.
- Certified Google Partner.

Employment History:

Total Year of Experience : 6.2 Year(s)

1. **Digital Marketing Specialist (June 1, 2017 - Continuing)**

Pathao Ltd.

Company Location : House 31,Road 6,Block C,Banani, Dhaka, Bangladesh

Department: Growth Team

Duties/Responsibilities:

- Track, analyze, and benchmarking marketing performance across all online channels and advising on KPIs
- Reporting on key metrics, analyzing and interpreting trends and providing actionable insights based on available analytics data
- Analyzing the effect of different online and offline channels on each other and developing and implementing innovative strategies for improvement and growth through data
- Analyzing online user behavior, conversion data and customer journeys, funnel analysis and multi-channel attribution
- Performing ROI analysis to evaluate efficiency and effectiveness of different marketing campaigns
- Developing and managing digital marketing campaigns
- Responsibility for planning and budgetary control of all digital marketing operations
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital marketing.

2. **Sr. Motion Designer | Digital Marketing Strategist (September 13, 2015 - May 31, 2017)**

REVE Systems

Company Location : Facilities Tower (11th & 12th Floor) Kha-199/2, Maddhya Badda, Dhaka -1212

Department: Global Marketing

Duties/Responsibilities:

Duties/Responsibilities:

As Sr. Digital Marketing Strategist:

Define digital marketing strategies for offerings that cover all digital channels.

Monitor global performance metrics to understand daily organic and paid search performance.

Identify and executive opportunities to increase growth and performance, including keyword selection, ad messages, and on-page factors optimization to create more effective campaigns.

Design and analyze experiment results to test new strategies and opportunities for growth.

Analyze web traffic metrics such as page visits, transaction size, link popularity, click-through rates, and cost-per clicks to make decisions regarding content placements.

Optimize web site content.

Collaborate with other marketing staff to integrate and complement marketing strategies.

As Sr. Motion Graphics Artist:

Create storyboard and animate for a variety of short form factual promotional video content.

Design and produce 2D/3D motion graphics for high volume video services, working with branding guidelines.

Working within a small but dynamic team, but predominantly working autonomously, taking control of video projects from start to finish.

3. **Digital Marketing Executive (March 1, 2015 - September 10, 2015)**

GadgetGang7

Company Location : Flat 3A & 3B, House 516/3, Lane 10 (West) Baridhara DOHS, Dhaka-1206, Bangladesh

Department: Marketing

Duties/Responsibilities:

Basically I have to maintain GadgetGang7's whole online marketing activities. From website building to Social Media pages maintenance , I have to implement whole digital marketing strategies.

• Develop and maintain GadgetGang7's eCommerce website.

• Manage & create appropriate User-Generated ad friendly contents like post, videos for social media pages, mainly Facebook, YouTube and Googleplus page of GadgetGang7.

• Create different kinds of ads for Facebook and webs through power editor (Carousal Ads, website ads), Google AdWords.

• Create Products review videos for YouTube channel.

• Create and Newsletter Campaign through mailchimp.

• Ensure "Webrooming" & "Showrooming" activities of customer groups.

• Enrich doppelgänger brand image of GadgeGang7.

4. SEO (Web & Social Media Expert) (December 17, 2014 - March 30, 2015)

Dhakacom (Partex Group)

Company Location : Navana Tower (7th Floor), 45 Gulshan South C/A, Circle-1

Department: IT

Duties/Responsibilities:

Editorial

• Maximize the search traffic potential for clients of ChefOnline|Smart Restaurant Solutions.

• Educate and provide regular feedback on headlines, image tags, meta, title tags, URL structure, keyword analysis and related aspects.

• Provide recommendations to editorial teams related to keyword and content trends, performance of specific pieces of content.

Technical

• Analysis and implementation of best practices for on-site SEO including; site maps and architecture, Google webmaster tools, clean up of 404s, duplicate content, missing meta, via industry tools and services, etc.

• Migration of CMS systems, URL architecture, and redirects

• Assist in QA process of new plugins, front end changes, and crawling issues

Product

• Collaborate with product and business teams to propose new products, changes to existing site structures and content offerings to further maximize search traffic potential

• Provide SEO feedback during development of new products and site features.

• Document SEO guidelines and provide internal training to organizations to keep the latest SEO techniques top of mind.

Traffic

• Develop link strategies and/or direct marketing relationships with off-network sites.

• Provide ongoing reports to executive management related to search traffic and keyword performance, ROI, website traffic levels and customer acquisition

• Find new opportunities to maximize SERP for groups of strategic keywords

5. Executive, Social Media & Creative (November 12, 2012 - January 31, 2015)

Bdjobs.com

Company Location : Bdjobs.com Ltd. 8th Floor - West BDBL Building (Ol

Department: Sales & Marketing

Duties/Responsibilities:

Create appropriate content & promote Bdjobs Facebook Fan page for the targeted customers by playing an admin role.

Generate creative ideas for their campaigns and events.

Design their banners, write several articles for "Career Guide" section on their website.

Attend different events taking place in different universities of Bangladesh as a "Career Expert"

Play an active role with their IT experts to smooth out the recruitment process of different private companies.

Have to attend on different events holding on different universities of Bangladesh as a "Career Expert".

Playing an active role with their IT experts to smooth out the recruitment process of different private companies.

Academic Qualification:

Exam Title	Concentration/Major	Institute	Result	Pas.Year	Duration	Achievement
BBA	Marketing	East West University	CGPA:2.79 out of 4	2012	2008-2012	Minor on HRM
HSC	Business study	Chandpur Govt. College	CGPA:4.6 out of 5	2007	2005-2007	-
SSC	Business study	Comilla Zilla School	CGPA:4.44 out of 5	2005	2003-2005	-

Training Summary:

Training Title	Topic	Institute	Country	Location	Year	Duration
Viral Marketing: Crafting Shareable	Word-of-mouth marketing Harnessing the power of social media What makes content go viral Why people share some stories more than others Telling stories that carry your message	Lynda.com	United States	Carpinteria, California, United States	2015	1 Hour
International SEO Fundamentals	Develop and implement a successful strategy for international SEO, which is increasingly important given globalization the localized versions of leading search engines like Google, Bing, and Yahoo Baidu (China), Yandex (Russia), Naver (South Korea), and others.	Lynda.com	United States	Carpinteria, California, United States	2015	2 Hours
SEO for Local Visibility	- Understanding local ranking factors - Identifying top keywords - Researching the competition - Optimizing site structure - Leveraging schema.org markup - Optimizing on-page elements - Tracking results - Acquiring local citations - Creating Google My Business page - Securing backlinks - Collecting reviews	lynda.com	USA	lynda.com 6410 Via Real Carpinteria, CA 93013	2014	2h 31m
After Effects CC Tutorials Essential Training	- Terminology - Creating composition - Using layers, masks, blend modes, and track mattes - Building complex objects with Pre-compose - Exploring the ray-traced 3D renderer - Understanding the order of effects - Creating 3D projects from Illustrator files - Animating type on a path	lynda.com	USA	lynda.com 6410 Via Real Carpinteria, CA 93013	2014	14h 52m
SEO Fundamentals	Understanding how search engines index content Researching keywords Optimizing pages for keywords Building links to content Optimizing nontext components of a webpage Analyzing content quality Defining audience, topics, angle, and style Promoting content via social media Measuring SEO effectiveness	lynda.com	USA	lynda.com 6410 Via Real Carpinteria, CA 93013	2013	3h 27m

Professional Qualification:

Certification	Institute	Location	From	To
Game Design and Development	Michigan State University	220 Trowbridge Rd, East Lansing, MI 48824, USA	November 1, 2016	November 10, 2016
Become a Manager	LinkedIn Learning	Mountain View, California, United States	October 19, 2016	November 11, 2016
Digital Marketing	University of Illinois at Urbana-Champaign	Champaign, IL 61801, USA	September 17, 2016	November 10, 2016
Certified Google Partner	Google		November 21, 2015	November 21, 2016
Creative and Professional Graphic Designing Workshop	BDjobs Training	Dhaka	February 8, 2013	February 9, 2013

Career and Application Information:

Looking For : Top Level Job
Available For : Full Time
Present Salary : Tk. 65000
Expected Salary : Tk. 20,000
Preferred Job Category : Media/Advertisement/Event Mgt., Design/Creative
Preferred District : Chandpur, Chattogram, Cumilla, Cox's Bazar, Dhaka, Sylhet
Preferred Country : Australia
Preferred Organization : Telecommunication, Advertising Agency,
Types Design/Printing/Publishing, Software Company, IT Enabled Service, Multinational Companies, Newspaper/Magazine, Market Research Firms, Satellite TV, Interior Design, Web Media/Blog, E-commerce

Specialization:

Fields of Specialization	Description
<ul style="list-style-type: none">• Creative• Adobe After Effects• Brand Promotion• Advertising & Promotion• Market/ Consumer Research• Google Adwords• Game Development	For my occupational purpose and personal interests I am mastering myself in Digital Marketing, Motion Graphics Animation, Web Analytics.

Extra Curricular Activities:

- Certified Google Partner. - Build and maintaining personal Blogsite - Strong knowledge over Motion Graphic Animation. - Vast experience in Wordpress website development. - Publisher on Envato Marketplace - Published Game on Google Play. - Active member on LinkedIn Learning (Lynda.com) and Coursera.com

Language Proficiency:

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

Personal Details :

Father"s Name : Md. Bazlul Ghani
Mother"s Name : Mrs. Sabina Ghani
Date of Birth : April 19, 1990
Gender : Male
Marital Status : Unmarried
Nationality : Bangladeshi
Religion : Islam
Permanent Address : Prashanti, Chawdhuri Para, Comilla Road, Chandpur
Current Location : Dhaka

Reference (s):

	<u>Reference: 01</u>	<u>Reference: 02</u>
Name	: Prokash Roy Chowdhury	Ahmad Islam Muqsit
Organization	: Bdjobs.com	swosti.net
Designation	: GM, Sales & Marketing 8th Floor - West BDBL Building	Project Director
Address	: (Old BSRS) 12 Kawran Bazar Dhaka, Bangladesh	
Phone (Off.)	: 09612444888	01714105204
Phone (Res.)	:	
Mobile	: 01819261788	
EMail	: prokash@bdjobs.com	muqsit@bdjobs.com
Relation	: Professional	Professional
