



# Abu Shadath Shaibal

## Objectives

Championing marketing, branding and advertising strategy for digital commerce, online and social media spaces driving YOY increased growth, ROI and revenue.

## Contact

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## Online profile

<https://www.linkedin.com/in/abu-shadath-shaibal-b5302ab7/>

## Website

<http://www.bootbotique.co.uk>

## Certification

 Google Analytics



## Experience

### Intertek (Malaysia)

Position: Digital Marketer & Interpreter

05.04.16 to 01.05.17

On Digital marketing with Intertek, I am responsible with a team on development, production and tracking of marketing campaigns & To work as an Interpreter. Bringing excellent language interpretation skills in order to assist with effective translation between factory workers and auditors.

### Hotlink (Malaysia)

Position: Outside-sales Professional

4.10.2015 to 31.01.2016

Dedicated outside-sales professional with outstanding social skills, professionalism, diplomacy, tactfulness and best techniques to generate/maintain positive company image.

### Star Tours and Travels Limited (Bangladesh)

Position: Reservation & Ticketing Executive

1.11.2011 to 31.01.2015

Courteous Airline Ticketing Agent who routinely exceeds passenger expectations in a consistently fast-paced environment while maintaining quality standards.

### Biman Bangladesh Airlines

Internship  
Marketing & Sales Department

3 Months



## Skills & Expertise

Self Assessment of skills

### Personal Skills

Communication Skills 

Organizational Skills 

### Technical Skills & General Expertise

Digital Marketing 

Marketing 

Sales 

Web Developer (wix, weebly) 

Content Marketing 

UX Designer 

### Language

English 

Bengali 

Malay 



## Academic Qualifications:

### **Digital Marketing (Quantum Degree)**

**Session:** 22th February 2017 to August 2017

**Academy:** Next Academy (Malaysia)

### **Masters of Business Administration(MBA) University of Sunderland**

**Session:** May 2015 to September 2017

**University:** University of Sunderland (TNE partner with Segi University & College, SJ Campus, Malaysia)

### **Bachelor of Business Administration (BBA) in Tourism and Hospitality Management(THM) & International Business(IB)**

**Session:** 2009-13

**Graduate:** 2014

**University:** American International University - Bangladesh (AIUB)

**CGPA:** 3.01 out of Band 4

### **Higher Secondary Certificate: H.S.C- 2008**

**College:** Dhaka Commerce College, Dhaka

**Group:** Commerce Board: Dhaka

**Result:** 4.10

### **Secondary School Certificate: S.S.C- 2006**

**School:** Monipur High School, Dhaka

**Group:** Commerce Board: Dhaka

**Result:** 4.06

## Extra Curricular Activities

- Organizing AIUB Tourism Fair 2011,2012.
- Volunteers in Asian Tourism Fair 2011.

## Reference

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