



# Md. Sajedul Islam Rafi

Digital Marketing Executive

+8801686420529  
shajedulislamr@gmail.com  
Gazipur, Dhaka, Bangladesh

## SUMMARY

---

I have previously held roles as a counselor, coordinator, and digital marketing executive officer in a variety of settings. I am technically proficient and a strong team player with the ability to think independently. If given any responsibility, I assure you that I will go above and beyond to fulfill my duty to the best of my abilities.

## EXPERIENCE

---

12/2022 - Present

### Digital Marketing Executive

Future Vision

- Plan all the web, social media, email and display marketing campaigns for the marketing team.
- Allocate specific budgets to each marketing role and divide the marketing campaigns over a period of time and among the marketing team.
- Collection and interpretation of data from various marketing campaigns and analysis of that data.
- Identification of trends and communication of these trend insights to the respective groups.
- Planning, executing and measuring the conversion rates from digital marketing campaigns.
- Identifying crucial customer conversion points and drop off points that maximize user funnels.
- Being up to date with emerging technologies and use of them to maximize output.
- Periodic measurement of digital marketing campaign.
- Performance and evaluation of the performance against goals and other key performance indicators.
- Brainstorming new digital marketing platforms and ways to capture customer attention.
- Creating, proofreading and editing for various digital marketing content to ensure consistency in branding.
- Creating, proofreading and editing for various marketing sources to ensure consistency in branding.

09/2021 - 11/2022

### Central Quality Coordinator

Designer Fashion Ltd.

- Follow up, monitor and supervise QMS requirements
- To run successfully QMS throughout the whole manufacturing unit from warehouse to shipment.
- Lead quality control and management system in cutting, sewing, and finishing
- Train up all quality inspectors, quality staff about basic quality requirements, quality concepts, and quality policy.
- Develop quality SOP, quality Manual for good quality management.
- Total Quality Management, Implementation and Continual Improvement.
- Implement all technical requirements of the buyer for technical audit.
- Doing internal QMS/ Technical Audit being internal auditor, work with all section head for improvement.
- Keep all quality documentation & SOP of quality.
- Manage & monitor trims & accessories inspection department & work with the merchandising team to reduce defects from the supplier end.
- Implement 5S housekeeping in the workplace and train every department about 5S.

- Manage & monitor sample department for on-time sample submission, quality & changes in the sample for better productivity & quality.
- Manage & monitor the quality department of Cutting, Sewing & Finishing sections.
- Implementation of appropriate Quality procedure in every section & manpower based on it.
- Manage & monitor training for all quality personnel for better quality.
- Work with Buying QC for a better understanding of quality requirements & present during the audit.
- All types of Quality Metrics & KPI reporting
- Conduct technical, quality seminar and coaching. Technical Files and Document Control
- Implement Lean manufacturing and Six Sigma to improve quality.
- Implement a traffic light system in the sewing line to track and control operator wise defect.

09/2020 - 09/2021

**Senior Education Counselor**

Faith Overseas Ltd.

- Attend to student face-to-face, phone and email enquiries in a timely and professional manner.
- Follow through on student enquiries, requests or complaints and provide information and assistance as required.
- Submit applications to Institutions, obtain offers and facilitate enrolments.
- Follow up potential students and maximize conversion of students submitting applications and finalizing enrolment through portal.
- Organize student excursions and cultural events.
- Manage in-house interview sessions where students can meet institutions to submit on the spot applications.
- Assist the preparation and running of major promotional events such as Interview Sessions, Expos and IELTS Masterclass.
- Assist the promotion and student bookings of excursions and cultural events.
- Provide input on marketing activities to promote brand and services.

06/2018 - 08/2020

**Education Counselor**

I-Global Education

- Listening to students' academic, emotional, social, and behavioral concerns in an open and nonjudgmental way.
- Working directly with students to develop solutions and set achievable goals.
- Providing one-on-one career guidance and skills assessment to assist with career development.
- Helping students to prepare for admissions applications and tests.
- Providing students with materials related to a career of their choice or career counseling to suit their skills.
- Developing, monitoring, and assisting with counseling programs.
- Offering referrals to outside resources, such as for mental health, substance abuse, or vocational-related activities.
- Reporting student issues to the appropriate state authorities if neglect or abuse is suspected.

## EDUCATION

---

2018

**Accounting & Finance**

American International University- Bangladesh

Bachelor of Business Administration

3.01 out of 4.00 CGPA

2014

**Business Studies**

Milestone College

Higher Secondary Certificate

4.90 out of 5.00 GPA

2012

**Business Studies**  
Mojlispur High School  
Secondary School Certificate  
3.13 out of 5.00 GPA

## SKILLS

---

Risk Management	Advanced	Microsoft Office Applications	Advanced
Work Planning	Advanced	Quality Management System	Expert
Communication	Expert	Internal Audit & Assessment	Expert
Work Under Pressure	Expert	Video Editor (Wondershare Filmora)	Advanced
Adobe Photoshop/Illustrator	Advanced		

## LANGUAGES

---

Bangla	Native	English	Fluent
--------	--------	---------	--------