

Hasin Arefin Khan

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Career Objective

Internally driven personal, want to learn the way of this industry for an admiring position before the day off. Want to immune the altitude where I can efficiently contribute my skills and abilities for the evolvement of the organisation and build my professional career. I am looking forward to making a strong stand in both IT and Digital Marketing industry.

Professional Experience

AROBIL LIMITED: (November 2016 – Running)

Market Analyst and Documentation Engineering Executive

Responsibilities:

- ✓ Develop plans for optimising users' website experience, gain and analysis traffic flow, and insights from web analytics and creates and implement plans to drive engagement, improve visitor interactions, and optimise the performance of web properties.
- ✓ Single Handedly Developing Marketing Position of **Bellozino** and **RehabHousing**,
- ✓ Bagged Tender List: E-licensing & E-learning System(ELLS) Of BAERA, National Urban Poverty Reduction Programme (UNDP), Palli Karma-Sahayak Foundation (PKSF), Development And Implement An Integrated E-bill Payment System, Mobile E-learning Campaign, Procurement Of Store Inventory Software For Developing Online Store Management System With Multi-user In Dhaka WASA, World Bank GIS Presentation for Global market along with RFP & EOI, Enhance Functional & Security Capacity Of [Http://www.geodash.gov.bd](http://www.geodash.gov.bd)

• **CODAGE CORPORATION LIMITED: (June 2016 – October 2016)**

Market Analyst & Development Manager (Business Development)

Responsibilities:

- ✓ Proffer convenient assistance to coordinate web content updates across all departments and their websites,
- ✓ Work meticulously with Business Development Manager and SEO Specialist in director in managing multiple concurrent web projects from start to launch, ensuring all requirements have been met, sites are thoroughly tested, and projects are delivered on time and within budget,
- ✓ Communicating with CIP, VIP, and Foreign Clients.

• **ARTISTRY RECONCILIATION CREW LIMITED: (September 2013 – May 2016)**

Brand Development Consultant

Responsibilities:

- ✓ Monitor industry, news channels for trending topics and make recommendations for new content development,
- ✓ Source, select, create, and place supporting figures, tables and graphics,

• **Rise Up Lab: (August 2015 – April 2016)**

Marketing Strategy Manager

Responsibilities:

- ✓ Researching new online media opportunities and Brainstorm new and creative growth strategy,
- ✓ Branding through the quality appearance in front of a vast number of professionals.

- **Inflack Limited:** (January 2015 – August 2015)

Financial Marketing Documentation Manager

📄 Responsibilities:

- ✓ Lead the Content Development Team, which is accountable to provide content for the web,
- ✓ Physically being present and Documenting Governmental projects like “Learning and Earning Development Projects (LEDP)” in remote rural areas,

Achievements on Financial Marketing

- Have been invited to talk in **TEDx** about my own BCI and PR Bridging Pseudo code.
- Have been invited to work with **Samsung** in HCI Cognition Proofed Device Designing.
- Have been asked by **Sanofi Bangladesh Head Office** to train the team for Marketing Strategies for **Pharmaceutical Industries** as The Main Speaker and Lead.
- Have worked with **BASIS**.
- Have worked with **Ministry of Information & Communication Technology(MoICT)** Social Awarining App conducting.
- Won Fourth prize in Notre Dame Science Fair Competition in 2007.
- Won Third Prize in Shishu Academy Art competition in 2000.
- Published papers and became one of the top 1% writers. [Url: aiub.academia.edu/Hasin]

Technical Expertise

- User Experience Strategy- HCI,
- Advertising Expertise,
- Branding Policy,
- Statistical Research,
- Google Analysis, and AdWords,
- Search Engine Analysis,
- Data Analysis,
- Data Warehousing,
- Market Presentation,
- E-Commerce,
- Psychodynamic Algorithms,
- Online Media Management and SME, SEO, SMM, SEM,
- Public Speaking, PEP-Talk, Verbal/ Textual Communication to large quantity,
- Textual Blogging and YouTube Vlogging Strategy,
- Videography and Photography,
- Video and Audio Editing.

Computer Literacy Set

- **UX Design.**
- **Web Application Tools:** Macromedia Dream Weaver MX, UNIX Environment and CISCO Networking Equipment (e.g, Switch, Router, Wireless) Configuration.
- **Network Simulator:** Cisco Packet Tracer.
- **Office Program Proficiencies: MS Office Set:** MS Word, MS Excel, MS Access, MS FrontPage, MS PowerPoint.

Educational Qualification

- **2016:** B.Sc. Engineering of Computer Science (CS) in the First Division from American International University-Bangladesh.
- **2011:** High Secondary School Certificate Exam (H.S.C.) from Bir Shreshtha Noor Mohammad Public College in the First Division from Science Department.
- **2009:** Secondary School Certificate Exam (S.S.C) from Motijheel Model High School in the First Division from Science Department.

Linguistic Skills

1. English (Bilingual Proficiency),
2. Bengali (Bilingual Proficiency),
3. French (Conversational).

Personal Details

Father's Name : Matinur Rouf Khan Tayeb
Mother's Name : Kamrun Nahar Shirin
Date of Birth : May 7th, 1994
Nationality : Bangladeshi [by birth]

I at this moment announce, all the information given above is authentic and genuine.



Mohammad Shamsul Arefin Khan Hasin