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# Hasin Arefin Khan

## DIGITAL MARKETING STRATEGIST

### Work Experience

#### INT. DIGITAL MARKETING – PRODUCT MANAGER at ADN DIGITAL

(October 2017 – till date) Dhaka, Bangladesh

- ✓ In charge of Leads and Queries management and funneling,
- ✓ Develop annual plans to optimize customers' experience,
- ✓ Maintain and analyze potential customers' traffic flow and their insights.,
- ✓ Partake in planning and implementing strategies to drive engagement, improve interactions, optimize overall performance,
- ✓ Took care of SEO for **ADN Telecom, ADN Servers, ADN Email, ADN SMS, Matricsify, ADN ePay,**
- ✓ Oversee content-wise strategies with specialists to manage multiple concurrent projects and products from sketch-to-launch and maintain deadlines,
- ✓ Established branding position for **SHOOUT** (Bangladesh),
- ✓ Newsletter correspondent for the Group of Companies, 3 issues in a year,
- ✓ Featured as speaker in an Idea Sharing Workshop.

**Achievement:** Met the annual revenue target for 2017/18 and 2018/19 along with the team.

#### DIGITAL MARKETING EXECUTIVE at AROBIL LIMITED

(November 2016 – September 2017) Dhaka, Bangladesh

- ✓ Established branding position for Bellozino (USA) and Rehab Housing (Bangladesh),
- ✓ Analyzed competitive market to acquire tender-based contracts.

#### DIGITAL MARKETING EXECUTIVE at CODAGE CORP. LIMITED

(June 2016 – October 2016) Dhaka, Bangladesh

- ✓ Oversaw branding for clients,
- ✓ Managed customer relationship for high-valued clients and organizations.

#### COMMUNICATION OFFICER at ARC LIMITED

(September 2013 – May 2016) Dhaka, Bangladesh

- ✓ Developed Brand and Communication guidelines for projects,
- ✓ Planned and executed training for frontline staffs according to requirements and needs.

### Education

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

### Trainings and Workshops

- 2019: SEMrush Academy certified SEO enthusiast.
- 2019: Google certified Digital Marketing Specialist.
- 2018: Improving User Experience with Behavioral Psychology from WebAble Digital
- 2018: Public Relations - Press Release from Skillshare (online).
- 2016: Fundamentals of Accounting from Alison Learning, Ireland (online).
- 2015: Capacity Builder & Android Programmer from Bangladesh Association for Software and Information Services (BASIS).

### Achievements

- 2017: Was invited as the main speaker, to **Sanofi Bangladesh** HO, to train the team on digital marketing strategies for pharmaceutical industries.
- 2017: Partook a field Research Program team member from the **Ministry of Information & Communication Technology (MoICT)**.
- 2015: Was invited as a Speaker at **TEDx** about my team's HCI pseudo code.

References will be provided on request.

### About Me

I am a fast learner, thorough at completing my work and maintaining deadlines and deliverables. I work well under pressure and managing crises. And, I am available to travel for work if required.

### Technical Skills

#### COMPETENCES

DIGITAL MARKETING	■	■	■	■	■
FACEBOOK MARKETING	■	■	■	■	■
GOOGLE MARKETING	■	■	■	■	■
GRAPHIC DESIGNING	■	■	■	■	■
VIDEO EDITING	■	■	■	■	■
SEO	■	■	■	■	■
DATA ANALYSIS	■	■	■	■	■
PRESENTATION	■	■	■	■	■
CREATIVITY	■	■	■	■	■
UX/UI	■	■	■	■	■
PROJECT MANAGING	■	■	■	■	■
LEADS MANAGING	■	■	■	■	■

#### TOOLS

GOOGLE ANALYTICS	■	■	■	■	■
SEARCH CONSOLE	■	■	■	■	■
GOOGLE TAG MANAGER	■	■	■	■	■
MEDIA BUYING	■	■	■	■	■
MS OFFICE	■	■	■	■	■

#### LANGUAGE PROFICIENCIES

Bangla – Native Proficiency  
English – Professional Proficiency  
Arabic – Basic Proficiency