



Asif Azad Bondhan

Experienced with a demonstrated history of working in the profit, non-profit organization, & management industry. Skilled in Digital Marketing, Branding, Marketing, Customer Service, Strategic Planning, Event Management, Public Speaking, Presentation and Information Technology.

Contact

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Experts in:

- Branding
- Marketing
- Event Management
- Customer Service
- Planning
- Graphics Design
- Website Maintenance
- Digital Marketing
- Sales
- Communication
- Presentation
- Client Relationship
- Video Editing
- IT Support

Skills Highlights:

- Leadership
- Multitasking
- Marketing
- Training
- Task-focused
- Communication
- Team Management
- Strong Decision Maker
- Problem Solving
- High-Stress Taker

Tools Highlights:

- MS Office • Trello • Slack • Workplace • LinkedIn
- Google Ads/Analytics/Search Console/Keyword
- SeoWorkers • Yoast SEO • Rank Math • SEMRush
- Keywords Everywhere • Ahrefs • CRM • ERP
- Facebook Ad Center/Analytics/Business Suite
- Facebook Pixel/Adsmanager/Creator Studio
- Instagram • Youtube Creator Studio • Canva
- Adobe Photochop/illustrator • Video Editing
- Mailchimp • Dropbox • Zoom • Pinterest • Filmora
- Wordpress/Brizy/Elementor • Pinterest • Twitter

Experience

Asst. Manager **02/2023 - Continue**

Green Dot Limited

Department: Digital Marketing & Branding

Duties/Responsibilities:

- Collaborate with the marketing team to develop digital marketing strategies aligned with our goals.
- Oversee the development and maintenance of our online brand image across digital platforms, ensuring consistency.
- Supervise content creation, optimization, and distribution across our website, social media, email, and blogs.
- Lead social media initiatives, including content planning, community engagement, and performance analysis.
- Implement SEO and SEM strategies to improve search engine rankings and visibility.
- Plan, execute, and optimize digital advertising campaigns across various channels.
- Monitor KPIs, analyze campaign performance, and prepare regular reports for data-driven decisions.
- Work closely with web development teams to maintain and update our user-friendly website.
- Develop and implement email marketing campaigns to nurture leads and drive engagement.
- Manage the digital marketing budget effectively to maximize ROI.
- Stay updated on digital marketing trends and technologies for a competitive approach.
- Provide guidance and support to junior members of the digital marketing team for their professional growth.
- Ensure our online brand messaging is consistent and resonates with our target audience across all digital touchpoints.
- Implement strategies to enhance brand visibility and recognition through innovative online branding techniques.

Training & Certificates

- Professional Digital Marketing 2019 (BITM)
- The Complete Digital Marketing 2019 (BDJobs)
- Effective Teamwork 2018 (Mind Mechanics)
- Professional Communication & Etiquette 2017 (Growthaholics)
- Time Management 2017 (Growthaholics)
- Stress Management 2017 (Growthaholics)
- Computer Graphics Design 2009 (NYTA)

Educations

- Bachelor of Science in Computer Science & Engineering Dhaka City College (Under NU) 2012 CSE CGPA: 2.79
- Higher Secondary School Certificate Razarbag Police Lines College 2008 Science GPA: 3.90
- Secondary School Certificate Sher-E-Bangla High School 2006 Science GPA: 4.44

Languages

English – 4/5
Bengali – 5/5

Personal information's

Father's Name : Azad Jessori
Mother's Name : Foara Azad
Date of Birth : October 28, 1991
Nationality : Bangladeshi
National Id No. : 327 077 3942

Experience

Senior Executive / 4/2022 - 01/2023

Race Online Limited

**Department: Marketing & Branding
Digital Marketing | Strategic planning**

Duties/Responsibilities:

Marketing/Digital Marketing:

- Plan and execute all digital marketing, SEO/SEM, marketing database, email, social media and display campaigns.
- Design, build and maintain our social media presence.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimize spend and performance based on the insights.
- Brainstorm new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests.
- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Plan and implement creative ideas for marketing activities.
- Develop and enrich customer service experience.
- Seek out the appropriate contact in an organization.
- Generate leads and cold call prospective customers.
- Meet with customers/clients face to face or over the phone.
- Maintain/Modify WordPress/Python/Laravel Website.
- Graphics Design- Adobe Photoshop Adobe Illustrator.
- Video Editing (Wondershare filmora).

Event/Workshop Management:

- Plan event from start to finish according to requirements, target audience, and objectives.
- Prepare budgets and ensure adherence.
- Source and negotiate with vendors and suppliers.
- Be in charge of hiring personnel.
- Coordinate all operations.
- Supervise all staff.
- Ensure the event is completed smoothly and step up to resolve any problems that might occur.
- Analyze the event's success and prepare a report.

Experience

Senior Officer **12/2020 - 3/2022**
Tritech Building Services Ltd.
Department: Brand & Communication
Marketing | Digital Marketing | Graphics Design

Duties/Responsibilities:

Marketing/Digital Marketing:

- Develop and manage digital marketing
- Plan and implement creative ideas for marketing activities
- Develop and enrich customer service experience.
- Seek out the appropriate contact in an organization
- Generate leads and cold call prospective customers
- Meet with customers/clients face to face or over the phone
- Plan and execute all digital marketing, including SEO/SEM, marketing, database, email, social media and display advertising campaigns.
- Creating marketing goals related to customer acquisition, lead generation, and revenue.
- Create, select, prepare and manage the roll-out of content for digital media across all platform (Website, LinkedIn, Youtube, Facebook, Instagram) in a regular day-to-day basis.
- Planning, designing, and conducting selling & marketing strategies within a budgetary limit.
- Maintain partnerships/relationships with clients and media.
- Maintain/Modify WordPress Website
- Graphics Design- Adobe Photoshop Adobe Illustrator
- Video Editing (Wondershare filmora)

Branding:

- Introduce marketing and branding ideas to the management.
- Leverage customer insight data to refine brand management.
- Assist in creating brand strategies including style guides, brand guides, brand visions, brand awareness.
- Creating and managing promotional collateral to establish and maintain company branding.
- Ensure brand communication for areas of responsibility are consistent with the company and brand positioning.
- Analyse competitor performance and market trends to provide recommendations for brand development.
- Develop/Maintain relationships with clients and vendors.

Experience

Sr. Executive Officer **01/2019 – 11/2020**
Growthaholics
Department: Business Communication | Event
Branding & Marketing | Digital Marketing
Graphics Design | Administration

Duties/Responsibilities:

Digital Marketing & Branding:-

- Develop and execute digital marketing strategies, plans, and events to ensure the profit growth sales, and expansion of the company.
- Planning, designing, and conducting selling, branding & marketing strategies within budgetary limit.
- Develop and execute brand management plans.
- Create and enhance agency and partner relationships
- Leading on implementation, reporting, and reviewing of the strategic and operational sales & marketing plans to drive sales and revenue.
- Customer data collection/analysis for sales strategy.
- Create, select, prepare and manage the roll-out of content for digital media across all platforms (Website, Facebook, LinkedIn, Youtube, Instagram)
- Email Marketing, SMS Marketing
- Maintain & Modify WordPress Website
- Graphics Design- Adobe Photoshop Adobe Illustrator
- Video Editing (Wondershare filmora)

Event/Workshop Management:

- Plan event from start to finish according to requirements, target audience, and objectives
- Prepare budgets and ensure adherence
- Source and negotiate with vendors and suppliers
- Be in charge of hiring personnel
- Coordinate all operations
- Supervise all staff
- Ensure the event is completed smoothly and step up to resolve any problems that might occur
- Analyze the event's success and prepare a report

Business Communications:-

- Plan & execute a communication strategy that includes media outreach and social media content creation.
- Liaise with clients and handle meetings, interviews, etc
- Arrange and coordinate conferences, and plan events.
- Support & evaluate results of communication campaigns with the team.
- Prepare & manage the organization's budget.
- Maintain partnerships/relationships with clients.
- Deal with Clients 3rd parties and vendors

Experience

Executive Officer 7/2015-12/2018
Bengal Group LTD.
Department: Event | Digital Marketing and IT

Duties/Responsibilities:

Event Management:

- Plan event from start to finish according to requirements, target audience, and objectives
- Come up with suggestions to enhance the event's success
- Prepare budgets and ensure adherence
- Source and negotiate with vendors and suppliers
- Be in charge of hiring personnel
- Coordinate all operations
- Lead promotional activities for the event
- Supervise all staff
- Approve all aspects before the day of the event
- Ensure the event is completed smoothly and step up to resolve any problems that might occur
- Analyze the event's success and prepare a report

MIS & IT :-

Hardware and Network Support:

- Installing and configuring computer hardware, software, systems, networks, printers, and scanners, CC camera
- Monitoring and maintaining computer systems and networks
- Responding in a timely manner to service issues and requests
- Providing technical support across the company
- Setting up accounts for new users
- Repairing and replacing equipment as necessary
- Testing new technology

Digital Marketing:

- Execute and manage digital marketing campaigns.
- Email marketing, Sms Marketing.
- Execute online adverts on Google Ad words, Facebook, etc. to increase brand awareness.
- Live Broadcasting on Facebook pages and youtube.

Customer Service 9/2014 – 7/2015
Digicon (Teletalk Process):
Dept: Customer Service Representative

Duties/Responsibilities:

- Manage large amounts of inbound and outbound calls
- Follow communication "scripts" when handling topics.
- Identify customers' needs, clarify information, research every issue and provide solutions and/or alternatives.
- Seize opportunities to upsell products when they arise.
- Go above and beyond to make relationships with customers.
- Keep records of all conversations in our call center database in a comprehensible way.
- Meet personal/team qualitative and quantitative targets.

Experience

Junior manager 2/2012 – 8/2014
Apple I'store
Department: Management

Duties/Responsibilities:

- Managed the product inventory of store regularly checked for variances by cross-referencing with daily sales.
- Conducted daily quality inspection of merchandise; checked for items that were potentially damaged the previous day or upon delivery from suppliers.
- Tasked with training and orienting all new personnel Conceptualized, developed, implemented and tracked the results of all marketing programs.
- Audited inventory count by stock personnel with special focus on variances from actual sales.
- Worked to resolve all customer concerns on product quality, payment problems, & service issues, & discounting policies.
- Delivering excellent service to ensure customer satisfaction.
- Motivating the sales team to meet sales objectives by training and mentoring staff.
- Creating business strategies to attract new customers, expand store traffic, and enhance profitability.
- Hiring, training, and overseeing new staff.
- Ensuring store compliance with health and safety regulations
- Arranging promotional material and in-store displays.
- Preparing detailed reports on buying trends, customer requirements, and profits.
- Undertaking store administration duties such as managing store budgets and updating financial records.
- Monitoring inventory levels and ordering new items.

Reference:

1) Kishor Kumar Das

Assistant commissioner and executive magistrate
Deputy Commissioner, Brahmanbaria
Phone: +88 017172284838
Email: kishor.physics.du@gmail.com

2) Mahbub Alam

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