<u>Portfolio</u>

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.

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Asif Azad Bondhan

Expert in:

- Digital Marketing
- Branding
- Media Buying
- Strategic Planning
- Client Relationship
- Content Development
- Event Management
- Budget
- Reporting
- Team Management



Certificate – Digital Marketing





Certificate – Professional





Budget Planning Sample

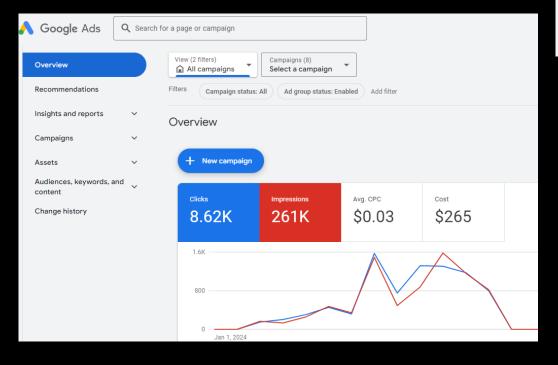
Yearly

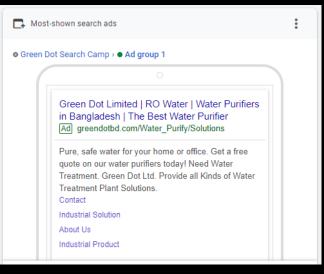
Monthly

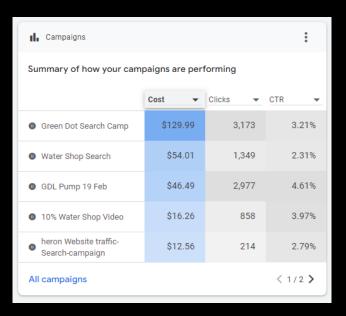
FINANCIALS TABLE ONLINE COSTING - 2024				
SECTOR	COST			
Facebook Ads	600,000.00			
Google Ads	500,000.00			
LinkedIn Ads	300,000.00			
TVC	400,000.00			
Online News Ads	60,000.00			
Website	53,000.00			
Online Tools/Software Purchases	20,000.00			
Call Center Call Bill	24,000.00			
Email Marketing	24,000.00			
Data Collection	30,000.00			
Total	2,011,000.00			

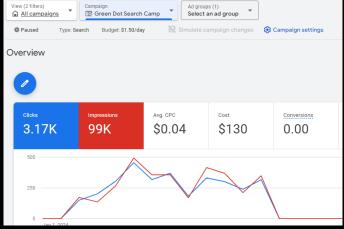
FINANCIALS TABLE MONTHLY COSTING - 2024						
SECTOR	COST	Monthly Cost				
Facebook Ads	50,000.00	Monthly Output				
Google Ads	42,000.00					
LinkedIn Ads	25,000.00					
TVC (1 In 6 Month)	200,000.00	SECTOR	OUTPUT			
Online News Ads (1 In 3 Month)	15,000.00	3E01010	001101			
Website (1 Time In One Year)	53,000.00	Retail Marketing	1,250,000.00			
Online Tools/Software Purchases	1,700.00	Retail Accessories	166,000.00			
Call Center Call Bill	2,000.00	Netall Accessories	100,000.00			
Email Marketing	2,000.00	Industrial	166,000.00			
Show Room Decoration (1 In 6 Month)	200,000.00	Chemical & Filtration	416,000.00			
Show Room Rent	30,000.00	Media	110,000.00			
Manpower	440,000.00	Projects	10,000,000.00			
Data Collection (1 In 4 Month)	10,000.00	Total	11 000 000 00			
Total	1070,700.00	Total	11,998,000.00			

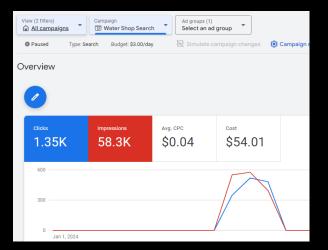
Google Ads:



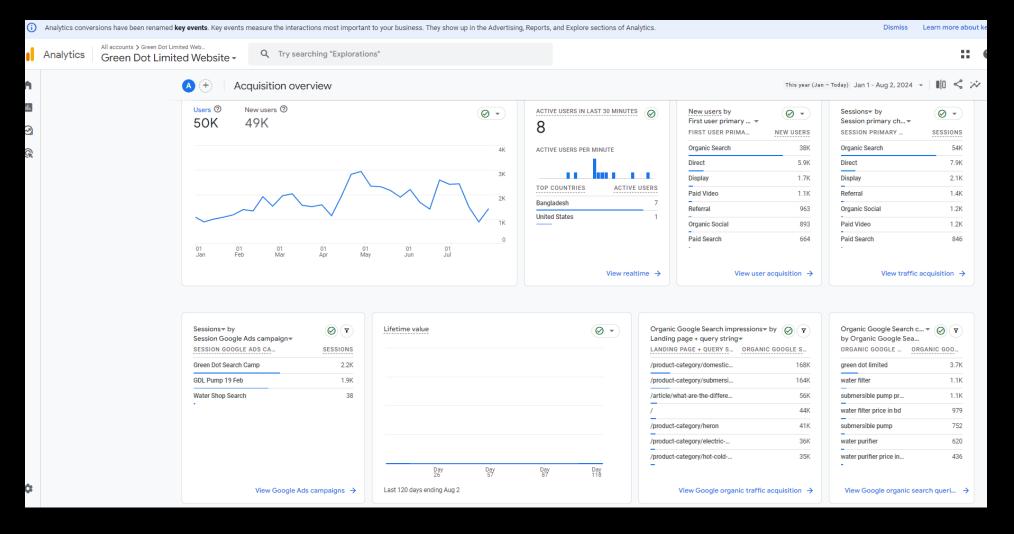




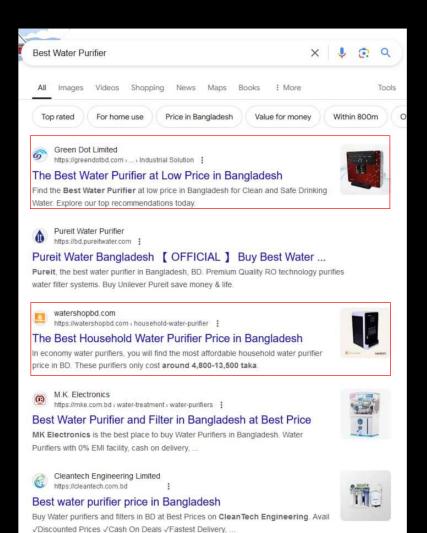


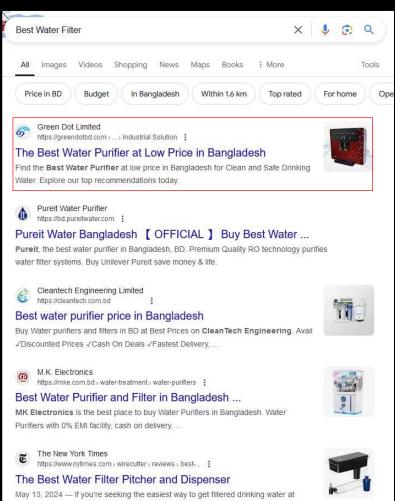


Google Analytic Result

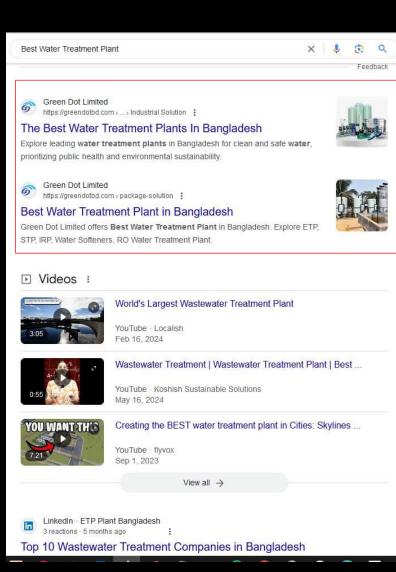


SEO Ranking





home, we recommend the Brita Elite Filter, to be paired with the 10-cup

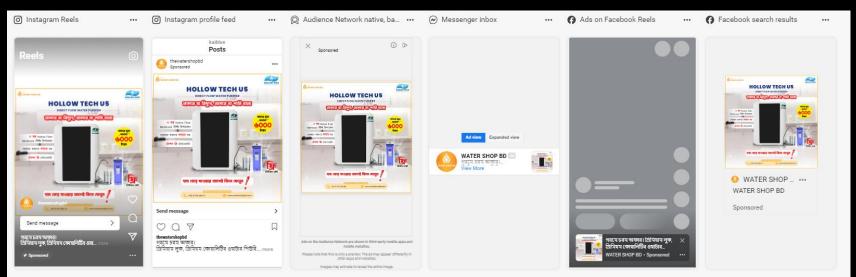


Meta Ads

A	Campaigns		On Ad sets		Ads							
+ 0	Create (Duplicate ► Edit A/B1	test More 🔻					11	Columns: Performance	▼ ■ Breakdown ▼	P Reports ▼	☑ Export ▼
	Off/On	Campaign ▼	Delivery ↑ •	Bid strategy	Budget	Attribution setting	Results ▼	Reach •	Impressions •	Cost per result	Amount spent ▼	Ends ▼
		Hollow 31 Jul-8 Aug WSB	Active	Highest volume	\$5.00 Daily	7-day click or 1	49 On-Facebook leads	19,746	25,247	\$0.27 Per on-Facebook leads	\$13.32	8 Aug 2024
		Heron Zi 31 Jul-8 Aug WSB	Active	Highest volume	\$5.00 Daily	7-day click or 1	41 On-Facebook leads	21,638	30,087	\$0.32 Per on-Facebook leads	\$13.30	8 Aug 2024
	•	Elit plus 15 jul watershop	Off	Highest volume	\$5.00 Daily	7-day click or 1	17 On-Facebook leads	17,857	23,416	\$0.90 Per on-Facebook leads	\$15.31	18 Jul 2024
	•	Heron Zi 15 July -WaterShop	Off	Highest volume	\$5.00 Daily	7-day click or 1	25 On-Facebook leads	22,049	29,891	\$0.62 Per on-Facebook leads	\$15.52	8 Aug 2024
	•	Hollow 14 Jul Watershop	Off	Highest volume	\$5.00 Daily	7-day click or 1	47 On-Facebook leads	16,157	21,643	\$0.43 Per on-Facebook leads	\$19.99	8 Aug 2024
	•	B.Baria Dealer - 14 Jul	Off	Highest volume	\$5.00 Daily	7-day click or 1	25 On-Facebook leads	21,697	52,017	\$0.82 Per on-Facebook leads	\$20.46	18 Jul 2024
	•	Heron Zi 3 july Water Shop	Off	Highest volume	\$5.00 Daily	7-day click or 1	70 On-Facebook leads	35,501	52,124	\$0.54 Per on-Facebook leads	\$37.47	11 Jul 2024
	•	Hollow tech -Water Shop -3 july	Off	Highest volume	\$5.00 Daily	7-day click or 1	81 On-Facebook leads	24,222	36,143	\$0.45 Per on-Facebook leads	\$36.67	11 Jul 2024
	•	HollowTech 23 June 24 Watershop	Off	Using ad set bid strategy	Using ad set budget	7-day click or 1	68 On-Facebook leads	14,671	20,530	\$0.25 Per on-Facebook leads	\$16.93	30 Jun 2024
	•	Heron Zi Water Shop 23 Jun 24	Off	Using ad set bid strategy	Using ad set budget	7-day click or 1	64 On-Facebook leads	19,002	25,320	\$0.29 Per on-Facebook leads	\$18.32	30 Jun 2024
	•	ZI Awarness	Off	Highest volume	\$2.00 Daily	7-day click or 1	— Reach	-	-	Per 1,000 people reached	\$0.00	22 Jun 2024
	•	Heron ZI Page Like Campaign	Off	Using ad set bid strategy	Using ad set budget	7-day click or 1	323 Follows or likes	19,185	25,477	\$0.05 Per follow or like	\$14.69	31 Jul 2024
	•	Eid Ul Adha Campaign Offer - Heron	Off	Using ad set bid strategy	Using ad set budget	7-day click or 1	64 On-Facebook leads	40,873	50,116	\$0.25 Per on-Facebook leads	\$16.25	30 Jun 2024
	•	ABM Infra Housing	Off	Using ad set bid strategy	Using ad set budget	7-day click or 1	5 On-Facebook leads	48,504	52,792	\$1.40 Per on-Facebook leads	\$6.98	15 Jun 2024
	•	Heron ZI New Engagement campai	Off	Using ad set bid strategy	Using ad set budget	7-day click or 1	60 Follows or likes	3,178	3,547	\$0.03 Per follow or like	\$2.01	15 Jun 2024
		Ahm Infra 10 juna	Off	Hinhaet volume	\$5.00	7-day click or 1	_	2120	2 306	-	\$1.5 <i>A</i>	15 Jun 2024
		Results from 51 campaigns Excludes deleted items				7-day click or	Multiple conversions	1,204,704 Accounts Centre accou	2,147,966 Total	Multiple conversions	\$924.03 Total Spent	
		-ti-	.1.		T.		1	il.	T			

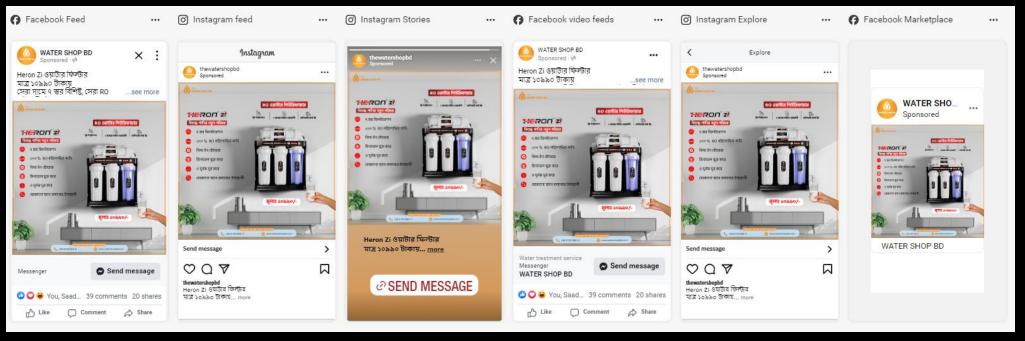
Meta Ads Sample

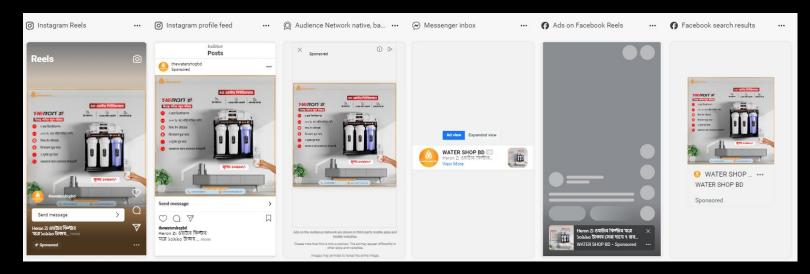


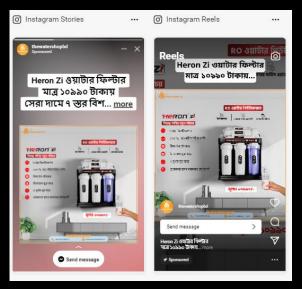




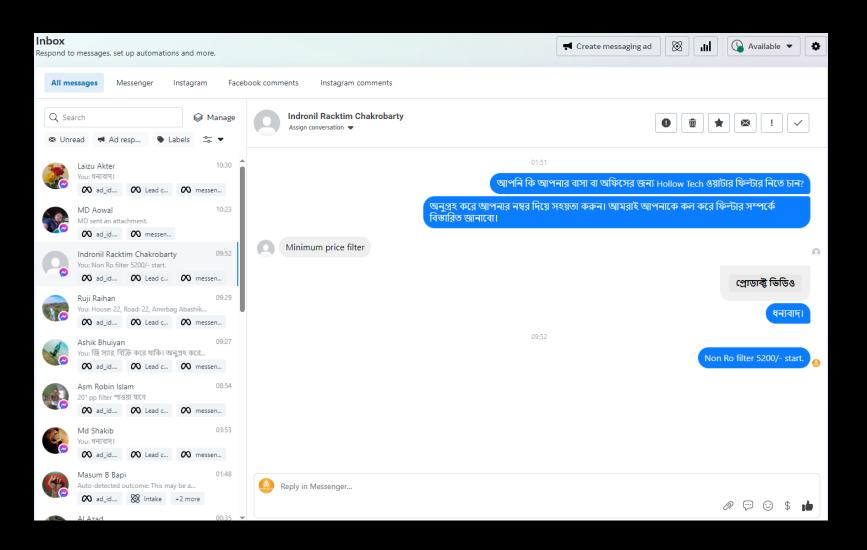
Meta Ads Sample







Lead Generation – Result Sample

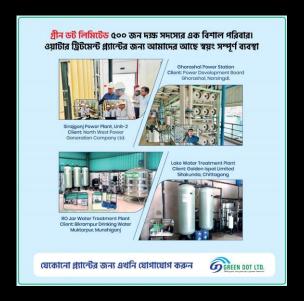


Meta Ads – Recent Sales Output

May Month			
Topic	Cost Achieve		
Boost Cost Total	\$ 304.02 / 33,442.2 taka 352920 taka		
	\$125.63 / 13,831.4 taka	318040 taka	
	\$111.34 / 12,247.4 taka	34880 taka	
	\$ 67.02 / 7,372 taka	256 Dealer	
 Total Service Given: 15 (F Total Water Plant: 7 Total Dealer Lead: 256 (H 			
	Sale Missing Issue		
Resone	Amount		
For Lack Of Product		16	283470 taka
For High Price		9	246,470 Taka
	529,940 Taka		

June Mo	onth			
	Total Cost	Total Earn		
Total Cost VS Sale	\$ 215.5 / 25236.52 taka	428,160.00		
, , ,	\$ 152.54 / 17863.47 Taka	397,060.00		
	\$ 62.96 / 7373.04 Taka	6400.00		
		24700.00		
Call Attened	193			
Service Handover	10			
Treatment Plant Handover	4			
Total Product Sale	21 pcs			
Selling Product	7 Pcs			
		2 Pcs		
		1 Pcs		
		1 Pcs		
		3 Pcs		
		1 Pcs		
		1 Pcs		
		1 Pcs		
		2 Pcs		
		1 Pcs		
		1 Pcs		

Static Content Development

















Video/Motion Content Development

https://youtu.be/rVGPiGcFzkU

https://youtu.be/tc0gkLjSdww

https://youtu.be/d6HdugOu5Nw

https://youtu.be/bm5jWxQRXTY

https://youtu.be/bjJqFAtsH8k

https://youtu.be/OwofvPJW2sE

https://youtu.be/q5OTSfu0c_U

https://youtu.be/z7IP7TIPfdQ

Recent Article Blog

বাসায় ওয়াটার পিউরিফায়ার কেন প্রয়োজন: Heron ওয়াটার পিউরিফায়ার – আপনার সেরা সঙ্গী

পানির গুণগত মান আমাদের দৈনন্দিন জীবনে অপরিসীম প্রভাব ফেলে। বাসায় বিশুদ্ধ পানি নিশ্চিত করতে Heron ওয়াটার পিউরিফায়ার সেরা পছন্দ হতে পারে। Green Dot Limited-এর হিরন ব্র্যান্ডের RO এবং Non-RO ওয়াটার পিউরিফায়ারগুলি আপনার স্বাস্থ্য সুরক্ষার জন্য বিশেষভাবে ডিজাইন করা হয়েছে।

কেন বাসায় ওয়াটার পিউরিফায়ার প্রয়োজন?

- 👉 স্বাস্থ্য সুরক্ষা: বাংলাদেশে পানিতে বিভিন্ন প্রকার ব্যাকটেরিয়া, ভাইরাস, এবং অন্যান্য ক্ষতিকারক পদার্থ থাকতে পারে। Heron ওয়াটার পিউরিফায়ার এই সকল ক্ষতিকারক উপাদান দূর করে আপনার পরিবারের স্বাস্থ্য সুরক্ষিত রাখে।
- 🟕 ব্যয় সাশ্রয়: বোতলজাত পানি কিনতে ব্যয়বহুল হতে পারে। Heron ওয়াটার পিউরিফায়ার ব্যবহারে বাসার পানিকে বিশুদ্ধ করে খরচ কমানো যায়।
- 👉 পরিবেশ সুরক্ষা: বোতলজাত পানির পরিবর্তে Heron ওয়াটার পিউরিফায়ার ব্যবহারে প্লাস্টিক বর্জ্য কমানো সম্ভব, যা পরিবেশের জন্য ভালো।
- 🟕 সহজলভ্যতা: Heron ওয়াটার পিউরিফায়ার ব্যবহারে যেকোনো সময় সহজেই বিশুদ্ধ পানি পাওয়া যায়, যা দৈনন্দিন কাজ সহজ করে।
- 🏕 মিনারেল রক্ষণ: Heron ওয়াটার পিউরিফায়ারগুলো পানির প্রয়োজনীয় মিনারেলগুলো সংরক্ষণ করে, যা স্বাস্থ্যকর পানির জন্য প্রযোজনীয়।

Heron ওয়াটার পিউরিফায়ারের বৈশিষ্ট্য

• উচ্চ কার্যকারিতা: Heron ওয়াটার পিউরিফায়ার RO এবং Non-RO টেকনোলজি ব্যবহার করে পানির গুণগত মান উন্নত করে।

https://greendotbd.com/article/basay-watarpiurifayar-ken-pryojon

Water Softener Plant

Are you experiencing issues caused by hard water in Bangladesh? Green Dot Limited is here to help! Hard water, which contains minerals like calcium and magnesium, can damage appliances and cause dry skin and hair. Investing in a water softener plant can solve these problems. Green Dot Limited offers high-quality industrial and domestic water softener plants designed to eliminate water hardness, providing you with clean, soft water. Our solutions help you save energy, time, and money while ensuring high-quality water. Visit Green Dot Limited today to learn more about our products and services.

What is a Water Softener Plant?

A water softener plant from Green Dot Limited removes minerals and impurities from hard water. Hard water, which has high levels of calcium and magnesium, can cause scaling on pipes and appliances, reducing their efficiency. The plant uses an ion exchange process, where water passes through resin beads coated with sodium ions. The calcium and magnesium ions are replaced with sodium ions, softening the water. Green Dot Limited may also use technologies like reverse osmosis to further purify the water. The treated water is stored in a tank and distributed for use in homes, businesses, or industrial processes.



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https://greendotbd.com/article/water-softener-plant

Heron Elite Plus Water Purifier in Bangladesh

In the pursuit of a healthier and more sustainable lifestyle, the Heron Elite Plus RO Water Purifier emerges as a game-changer in the realm of water purification technology. Developed with cutting-edge USA Technology and proudly manufactured in Bangladesh, this state-of-the-art appliance from the renowned Heron brand stands tall as the pinnacle of water purifiers. Let's delve into the key features, filtration process, and the myriad benefits that make the Heron Elite Plus the best water purifier in Bangladesh.



Key Features:

- Impressive Capacity: With a robust 75 GPD (Gallons Per Day) capacity, the Heron Elite Plus ensures a continuous supply of pristine, pure, and healthful drinking water, meeting the demands of both domestic and commercial use
- Advanced Filtration: The 6-stage filtration process is the heart of this water purifier, ensuring the
 removal of up to 99% of contaminants, including lead, arsenic, chlorine, and more. Each filtration stage
 serves a specific purpose, guaranteeing water of unparalleled taste and quality.
- Reserve Capacity: Boasting a substantial 10-liter reserve capacity, the Heron Elite Plus ensures that you always have access to purified water, even during times of high demand.
- USA Technology: Leveraging cutting-edge technology from the United States, this water purifier is a testament to quality, durability, and utility, ensuring that it meets and exceeds international standards.

https://greendotbd.com/article/hero n-elite-plus-water-purifier

Thank You

Asif Azad Bondhan

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