



Tahmida Arfin

Personal

Date of Birth: 5th December, 1990

Father's Name: MD. Masudur
Rahman

Mother's name: Fauzia Parvin

Nationality: Bangladeshi by Birth

Language: Bangla, English

Contact

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Work Experiences

Digital Marketing Manager

(September, 2024 – Present)

Homeington Land Properties

Responsibilities:

- Conducted in-depth website audits to assess performance and optimize SEO.
- Collaborated with a developer to design, develop, and launch two successful projects.
- Led competitive analysis and leveraged tools to generate comprehensive reports exceeding 50 pages.
- Analyzed social media competitors to drive strategy improvements and audience engagement.
- Designed graphical images and GIFs using Illustrator and Photoshop.
- Integrated chatbots and enhanced customer interaction through automation and AI tools.
- Utilized data storage plugins to streamline back-end functionality and improve data management.
- Coordinated and facilitated meetings with an international IT team for seamless project delivery.
- Spearheaded website optimization efforts by balancing content, design, and technical architecture.
- Developed actionable insights from analytics and competitor trends to refine marketing tactics.

Technical Expertise

Project Management

Social Media Experience

Technical Writing

Website auditing, SEO

Project development collaboration

Competitor analysis tools

Social media benchmarking

Graphic design proficiency

Chatbot integration, AI

Data management solutions

IT team coordination

Content optimization strategies

Data-driven decision making

Personal Skills

Technical Competency

Determination & Persistence

Adaptability

Social Media Manager

(November, 2022 – Present)

Banglanews24.com

Responsibilities:

- Planning and executing all the digital marketing campaigns including Facebook and Instagram.
- Generating performance report and analysis on marketing campaigns and take relevant action on insights gained.
- Evaluating important metrics that affect website traffic, service quotas, and target audience.
- Overseeing and managing all contests, giveaways, and other.

Digital Marketing Manager

(December, 2019 – October, 2022)

Bongosoft Ltd.

Responsibilities:

- Drive traffic to company website to increase brand awareness and collecting prospects through Facebook's Engagement and Lead Generation campaign for further retargeting.
- Completing digital marketing department operational requirements by scheduling and assigning employees and following up on work results.
- Other relevant duties handed over by manage-

Senior Executive, Digital Marketing

(July, 2018 - October, 2019)

ServicEngine Bangladesh

Responsibilities:

- Providing initial case responses (to the client via a CRM campaigns)

Professional Skills

Leadership Skillfulness

Two-way Team work

Communication expertise

Strategic Planning

Vendor management

Stress Management Proficiency

Certifications

Digital Marketing Course

Shikhbe Shobai (2020)

Digital Marketing MasterClass

IIDE (2021)

Google Digital Garage

Google (2021)

Full Stack Digital Marketing

Three Phase Academy (2021)

SEO & Social Media Marketing
Strategy

Udemy (2024-25)

- Maintaining cases through a case system within client committed SLA's.
- Planning and control of the budget and spend by allocating budgets.
- Providing daily task reports to client.
- Managing both team performance and client's expectation.

Executive, Digital Marketing

(March, 2017 - June 2018)

ServicEngine Bangladesh

Responsibilities:

- Developing, planning and implementing a comprehensive digital marketing strategy in order to promote both company's & clients' business through Google Display Advertising.
- Using A/B testing to optimize Facebook campaign's performance

Education

Masters of Arts (2013) Percentage: 53%

Major: English, Second division

Dhaka City College, National University

Bachelor of Arts (2012) Percentage: 51.35%

Major: English, Second division

Dhaka City College, National University

Higher Secondary Certificate (2008)

Major: Science, GPA- 3.70

Mohammadpur Preparatory College

Secondary School Certificate (2006)

Major: Science, GPA- 4.00

Bottomley Home Girls High School

Signature: _____



(Tahmida Arfin)