

MD ARIFUL ISLAM

Digital Marketing Executive

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Block B, Section 10, Dhaka 1216



SUMMARY

NSDA Level 3 Certified Digital Marketing Executive developing expertise in the industry since 2022. Combines 3+ years of theoretical and practical knowledge in SEO, Social Media Growth, and WordPress Management. Successfully built and managed multiple e-commerce brands (Eliteplug, Elite Scents) from scratch. Skilled in Keyword Research and AI-driven content strategy, eager to apply long-term learning to drive business growth.

CORE SKILLS

- Digital Marketing & SEO: Social Media Marketing (SMM), YouTube SEO, Keyword Research, On-page SEO, Content Strategy
- Web & Tools: WordPress Management, E-commerce Optimization, Meta Business Suite, Canva, ChatGPT, Gemini & AI Tools.
- Sales & Soft Skills: Sales Strategy, Client Relationship Management, Brand Identity, Team Leadership.

CERTIFICATIONS

NTVQF Level 3 in Digital Marketing for Freelancing
National Skills Development Authority (NSDA) | 2025

- Certified as a 'Competent' Digital Marketer under the government's National Skills Framework.

Complete Digital Marketing Live Course | eShikhon |
October 2022

- Completed 4-month intensive training on SMM, SEO & Freelancing strategies.

EDUCATION

Saic Institute of Management and Technology, Dhaka

Diploma in Computer Science
2022 - Expected 2026

PROFESSIONAL EXPERIENCE

Digital Marketing Executive

Appropriate Initiative | 2024 - Present

- Managing the YouTube channel strategy, video SEO, and content planning to boost online visibility.
- Implementing SEO strategies for the website, improving search rankings and organic traffic.
- Leading keyword analysis, content creation, and performance tracking to achieve digital marketing goals.

Assistant Director (Sales & Marketing)

Mastul Ltd. (Mastul Development Project) | 2024 - 2025

- Supported sales and marketing activities for land development projects.
- Contributed to product promotion, customer communication, and targeted sales outreach.
- Gained hands-on experience in sales strategy, teamwork, and leadership.

PERSONAL PROJECTS

Eliteplug Technologies BD & Elite Scents BD

Facebook-based E-commerce Brands

- Built and optimized Facebook pages for e-commerce brands from scratch.
- Created product-focused visuals and brand identity for organic promotion.

EliteMarketBD.com

WordPress-based E-commerce Website

- Managed website content and structure using WordPress.
- Implemented keyword research and on-page SEO for organic visibility.