



# FARHAN AHMED RAJIB

## DIGITAL MARKETING SPECIALIST

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### WORK EXPERIENCE:

4.5+ years of experience in Bangladesh and Qatar. Focusing on Digital Marketing Business Strategy.

**Digital Marketing Specialist** DEC2022-2026  
**Financial Management- Qatar** PRESENT  
**AIN AL NOON TRADING-DOHA**

- Social media management.
- Managing an online store on platforms like an e-commerce website, WooCommerce store, **Keeta**, **Snoonu**, and **Rafeeq**, etc.
- Data entry for online shops.
- Run paid ad campaigns like Facebook, Instagram, TikTok, Google Ads, YouTube, and others.
- Financial management.
- International courier service **DHL** and **FedEx** management.
- Optimize delivery and support systems.
- Maintain strong relationships with existing clients.
- Support marketing campaigns and business development

**Digital Marketing Specialist -BD** FEB 2022  
**BENGAL FISH - DHAKA**

- Manage all social media managers.
- Executed organic and paid social media campaigns.
- Created professional business correspondence, spreadsheets, and presentations.
- Team leadership
- Compile lists describing product or service offerings.

### EDUCATION:

**National university -Bangladesh** 2023  
Bachelor of Business

**Nabinagar National College-Brahmanbaria**  
Higher Secondary Certificate 2017-2018  
Bachelor of Business

### LANGUAGE:

- Bangla / Fluent
- Hindi / Fluent
- English / Expert
- Arabic / Fluent

### SKILLS:

#### FACEBOOK & INSTAGRAM

- Facebook Ads Campaign Management (SMM).
- Facebook Pixel Setup & Data Analytics and API.
- Re-Targeting & Conversion Ads Campaigns.
- Targeting audience research.
- Winning niche research and competitor research.
- Instagram Marketing & Paid Advertising Campaigns.

#### GOOGLE

- Search Engine Marketing (SEM) & Google Paid Advertising.
- Google Analytics.
- Google Tag Manager (GTM)
- Google Search Console.
- Campaign Management and optimization.

#### SEO

- Keyword Research.
- On page seo.
- Site audit and technical problem.

#### YOUTUBE

- YouTube paid marketing and management.
- Video Promotion

#### TIK TOK

- TikTok ads campaign create and run.
- Campaign Analytics and optimize.

#### LINKEDIN

- LinkedIn marketing and brand promotion.

#### E-COMMERCE BUSINESS

- Shopify store management.
- WooCommerce store management.

#### PINTEREST

- Content Strategy and Brand Promotion.
- Pinterest Ads Campaign Management.
- Pin Creation and Optimization.