



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

Address: Middle Badda, Dhaka-1212

Phone 1: +8801610106555

Phone 2: +8801791665785

Email: arfintahmida@gmail.com

LinkedIn: <https://www.linkedin.com/in/tarfin/>

Objective

Being from the contrasting subject background, attained admirable success and position in operations of digital ad platforms in a short span that reformed my competence in working efficiently under any circumstances. This makes me looking for a ground where my acquired knowledge can bring into play and amplify to greater extent.

Work Experiences

Digital Marketing Manager (December, 2020 – Present)
Bongosoft Ltd.

Responsibilities:

- Creative planning and execution of all the digital marketing campaigns including Facebook, Instagram and Google Ads.
- Provide performance reporting and analysis on marketing campaigns and take relevant action on insights gained.
- Drive traffic to company website to increase brand awareness and collecting prospects through Facebook's Engagement and Lead Generation campaign for further retargeting.
- Utilizing the strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Completing digital marketing department operational requirements by scheduling and assigning employees and following up on work results.
- Other relevant duties handed over by management.

Digital Marketer (March 2020 – November, 2020)
Infinity Marketing Ltd

Responsibilities:

- Creating social media campaigns and strategies, including budget planning, content ideation, and implementation schedule.
- Collecting customer data and analyses interactions and visits and improve future marketing strategies and campaigns.
- Report progress to senior marketing management
- Produce and expand company social media presence into new social media platforms, plus increases presence on existing platforms including Facebook, LinkedIn, Twitter & Instagram
- Investigate and monitors activity of company competitors.
- Generate and distributes engaging written or graphic content in the form of web page and social media messages.

Technical Expertise

Project Management

Social Media Experience

Technical Writing

Professional Skills

Leadership Skillfulness

Two-way Team work

Communication expertise

Strategic Planning

Vendor management

Stress Management Proficiency

Personal Skills

Technical Competency

Determination & Persistence

Adaptability

Training & Courses

Course in Digital Marketing (Three Phase A.)

Fundamentals of Digital Marketing (SSB)

Signature:  (Tahmida Arfin)

Senior Executive (July, 2018 - October, 2019)

ServicEngine Bangladesh

Responsibilities:

- Providing initial case responses (to the client via a CRM campaigns)
- 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.
- Successfully trained, inducted new 50+ staff members.
- Exceeded targets & actively contributed on team projects.

Executive (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.
- Performs KEYWORD RESEARCH in coordination with client business objectives to optimize existing content.
- Performing ad optimization.
- Ensuring accuracy of media plan entry and click tag.
- Using A/B testing to optimize Facebook campaign's performance

Education

Masters of Arts (2013)

Major: English, Second division

Dhaka City College, National University

Bachelor of Arts (2012)

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