



Md Nafayeth Islam

Phone number: (+880) 1973988325 (Mobile) | Email address: inafayeth@gmail.com |

Address: Dhaka, Bangladesh (Home)

DIGITAL SKILLS

Digital Marketing | Social Media Marketing | Search Engine Optimization & Search Engine Marketing | Google Analytics | Marketing & Strategy | Product and Brand Management

WORK EXPERIENCE

01/04/2022 – CURRENT Dhaka, Bangladesh

ASSISTANT MANAGER – DIGITAL MARKETING VIVASOFT LIMITED

- Successfully enhanced the brand presence of the company's SaaS product, resulting in **annual sales exceeding 6 figures (USD\$)**.
- Successfully increased the company's **LinkedIn presence by 1639%**, achieving significant organic growth.
- Achieved a **763.6% increase in organic growth** through SEO compared to 2023, with **impressions reaching 2.46 million** from 2023 to 2024.
- Launched and managed the branding for **3 distinct products**, including a sister concern of the company.
- Reduced advertising costs for **product promotion by 83%** and **hiring expenses by 92%**.
- 1. One of our flagship products is PiHR, a SaaS-based human resource management software that has gained recognition in Bangladesh, currently ranking on the first page of Google with over 450+ active (B2B) clients.
- 2. Successfully organized Basis SoftExpo 2023 in collaboration with the Business Operations team.

01/08/2021 – 30/03/2022 Dhaka, Bangladesh

TEAM LEAD - DIGITAL MARKETING BIZCOPE DIGITAL LIMITED

- Through the implementation of a tailored social media strategy, I successfully facilitated a **153% growth in sales** for household and kitchen items
- As the leader of the digital marketing team, I successfully grew the team's **revenue by 18%**.
- 1. Key Projects: Logitech, Exonhost, Malwarecare, Aamra Active, Acts Assets, Hungry Rooster, PicsMela, Farmzila and many more.

01/11/2020 – 01/08/2021 Dhaka, Bangladesh

SR. DIGITAL MARKETER - DIGITAL MARKETING BIZCOPE DIGITAL LIMITED

- Achieved a **1500% increase** in SEO growth for the SaaS product, with **90%** of target keywords ranking **in the top 3 positions**.
- Completed **23 projects** over 8 months with a **90% success** rate and high client satisfaction.

01/07/2019 – 01/04/2020 Dhaka, Bangladesh

IT SPECIALIST & DIGITAL MARKETER NITEXPO INTERNATIONAL

- Organized social media and management procedure.
- Supported photos & videos for media presence.
- Oversaw all marketing arenas and supervised accordingly.
- Managed **online store/ platforms** such as the Daraz store.

EDUCATION AND TRAINING

2023 Bangladesh

IELTS 7.00 BAND SCORE British Council

Website <https://www.britishcouncil.org/>

Website <https://agu.edu.in/>

2019 Bangladesh

UX DESIGN Userhub

Website <https://userhub.com.bd/>

Dhaka

GOOGLE ANALYTICS ACADEMY Google

Website <https://analytics.google.com/analytics/academy/>

2019

FUNDAMENTALS OF DIGITAL MARKETING Google

Website <https://skillshop.exceedlms.com/student/collection/648385-digital-marketing>

2019

DIGITAL MARKETING BITM

Website <https://www.bitm.org.bd/>

2018 Bangladesh

ADVANCE GRAPHIC DESIGN UY Lab

Website <https://uylab.org/>

● **LANGUAGE SKILLS**

Mother tongue(s): **BENGALI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
DANISH	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user