

# Shoyaif Khan

"Results-Driven Management Graduate with Expertise in Digital Marketing Strategies"

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*Highly motivated Management graduate with a strong foundation in business principles and a specialization in digital marketing. Demonstrated success in developing and executing data-driven marketing strategies that drive brand awareness, increase online visibility, and generate leads. Proficient in utilizing various digital marketing channels, including social media, email marketing, and SEO, to optimize campaign performance and achieve measurable results. Strong analytical skills combined with a creative mindset to identify trends, analyze consumer behavior, and adapt strategies for optimal ROI. Excellent communication and leadership abilities with a proven track record of collaborating with cross-functional teams to drive organizational growth. Committed to staying abreast of industry trends and leveraging emerging technologies to stay ahead in the ever-evolving digital landscape.*

## EXPERIENCE

### Exprocoder IT

November 2020 to August 2021

#### Marketing manager

My role was to generate leads through Google and Facebook ads for companies and clients.

### Racetrax, Canada

April 2021 to Dec 2021

#### Google Ad Manager

I worked as a freelancer for this company and my role was to research and analyze the market. Create effective ads for clients through Google Ad Manager.

## EDUCATION

### Ranisankail Pilot High School

2012 to 2014

#### Secondary School certificate

I've passed my SSC with an excellent result GPA 5.00 out of 5.00

### Holy Land College, Dinajpur

2014 to 2016

#### Higher Secondary School Certificate

Passed with top results worth a GPA 5.00 out of 5.00

### Hajee Mohammad Danesh Science and Technology University.

2018 to Present

#### Bachelor of Business Administration major in Management

My last 2 semester CGPAs respectively 3.34 and 3.30

## SKILLS

- Digital Marketing:
  - Developed and executed data-driven marketing strategies to enhance brand visibility and drive lead generation.
  - Proficient in social media marketing (SMM), search engine optimization (SEO), search engine marketing (SEM), and email marketing.
  - Utilized various digital channels to optimize campaign performance and achieve measurable results.
  - Experienced in managing paid advertising campaigns and leveraging digital advertising platforms.
- Management:
  - Strong foundation in management principles with a proven track record of coordinating cross-functional teams.
  - Skilled in strategic planning, project management, and achieving organizational objectives.
  - Proficient in HR principles, fostering a positive work environment, and talent management.
- WordPress:

- Created and managed impactful websites using WordPress.
- Proficient in customizing themes, managing plugins, and ensuring an engaging user experience.
- Computer Skills:
  - Solid foundation in computer basics, including HTML and CSS.
  - Well-versed in utilizing computer applications and software to streamline processes and enhance productivity.

## CERTIFICATIONS

### Tourism - Retail Travel Sales

April 2023

Alison

Cert No: 2693-29532134

verification link:

[https://alison.com/certification/check/\\$2y\\$10\\$5GbgJZUw5ZMWd7Njj3hV5.ob7F2CkySg4T2b1kd5TSe5LU5EI3giC](https://alison.com/certification/check/$2y$10$5GbgJZUw5ZMWd7Njj3hV5.ob7F2CkySg4T2b1kd5TSe5LU5EI3giC)

### Fundamentals of digital marketing

07/02/2023, 16:36

Google

Shoyaif Khan successfully completed the Fundamentals of digital marketing certification on 07/02/2023, 16:36

Cert No: 5FV REW 47H

### The Complete Social Media Marketing Course

February 2023

Alison

Cert No: 2623-29532134

verification link:

[https://alison.com/certification/check/\\$2y\\$10\\$t0pImtnM5tuPIRwqcgrCcOkbg7UVaYJDhfNPiO22IWKf9q0DY5kd2](https://alison.com/certification/check/$2y$10$t0pImtnM5tuPIRwqcgrCcOkbg7UVaYJDhfNPiO22IWKf9q0DY5kd2)

### Strategic Planning and Market Research

June 2023

Alison

Cert No: 3777-29532134

verification link:

[https://alison.com/certification/check/\\$2y\\$10\\$ryTQOB2.ccfS5FgHXvUeEDl8SYqRCKwp3dY7GL015leOx0IOE00](https://alison.com/certification/check/$2y$10$ryTQOB2.ccfS5FgHXvUeEDl8SYqRCKwp3dY7GL015leOx0IOE00)

### Tourism - Marketing and Promotion

June 2023

Alison

Cert No: 1652-29532134

verification link:

[https://alison.com/certification/check/\\$2y\\$10\\$JWgBRwJrCsKbj5x8w2XFzem2h6qn.eCMYDPssB9rjPPGW2hziW](https://alison.com/certification/check/$2y$10$JWgBRwJrCsKbj5x8w2XFzem2h6qn.eCMYDPssB9rjPPGW2hziW)

### WordPress Masterclass: Create Your Website for Free with No Coding Skills

july 2023

Alison

Cert No: 5327-29532134

verification link:

[https://alison.com/certification/check/\\$2y\\$10\\$MnnLltj9F5als5z7ipua71ZjAhU3OVq0JxWYFCLmMQQN8clz7a](https://alison.com/certification/check/$2y$10$MnnLltj9F5als5z7ipua71ZjAhU3OVq0JxWYFCLmMQQN8clz7a)

## LANGUAGES

**English** (IELTS 6.00 (Overall) Modest user, Expiry date: Nov 2023), **Bengali** (Mother tongue), **Hindi** (Conversational skill)