



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

Phone 1: +8801610106555

Phone 2: +8801791665785

Email: arfintahmida@gmail.com

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

Work Experiences

Social Media Manager (November, 2022 – Present)

Banglanews24.com

Responsibilities:

- Planning and executing all the digital marketing campaigns including Facebook and Instagram.
- Generating performance report and analysis on marketing campaigns and take relevant action on insights gained.
- Evaluating important metrics that affect website traffic, service quotas, and target audience.
- Working with team to brainstorm new and innovative growth strategies.
- Overseeing and managing all contests, giveaways, and other digital projects.

Digital Marketing Manager (December, 2019 – October, 2022)

Bongosoft Ltd.

Responsibilities:

- 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.

Senior Executive, Digital Marketing (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.

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)

Executive, Digital Marketing (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.
- Using A/B testing to optimize Facebook campaign's performance

Executive, Digital Marketing (March, 2013 - February 2017)

eMythMakers.com

Responsibilities:

- Contribute to the preparation of policies to form a long-lasting digital association with clients.
- Supervise the current company incidence on social media marketing campaigns.
- Active involvement in Search Engine Optimization (SEO) efforts.
- Prepare operational newsletters and persuasive email marketing strategies.
- Provide inventive designs for content marketing.

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