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Dhaka, Bangladesh

PROFILE

Career Objective: My career objective is to cultivate a dynamic and prosperous path in Marketing, Digital Communications, and Branding, aiming to attain excellence in Corporate Marketing, Content Management, Customer Outreach, and Sales.

Career Summary: Digital Marketer, Business Analyst, Content Writer, and Sales Executive.

As an MBA and Computer Science graduate, I bring over Ten years of diverse experience spanning Digital Marketing, Content Writing, Sales, and Customer Relationship Management. Currently, I am serving as the Digital Marketing Specialist at Amber Software Solutions a renowned software company located in Gulshan-1, Dhaka. Before joining Amber, I held the role of Digital Marketing Manager at Stech Group. My career journey started as a Sales and Marketing Officer at MetroNet Bangladesh Limited, a leading provider of fiber optic and digital communication services.

EXPERIENCE

Digital Marketing Specialist

May 2025 - Nov 2025

Amber Software Solutions | Dhaka, Bangladesh

- Amber Software Solutions (Department: Marketing, Business Promotions & Brand Development-----Duties/Responsibilities:
- Campaign Leadership: Plan, execute, and manage integrated digital campaigns across SEO, SEM, social media, content, email, and display advertising.
- Performance Marketing: Oversee paid campaigns (Google Ads, Meta Ads, LinkedIn Ads, etc.), optimizing ROI and lead generation.
- Funnel & Sales Alignment: Build, manage, and optimize B2B & B2C customer journeys, ensuring smooth conversion funnels and measurable outcomes.
- Market Research & Budgeting: Conduct competitor and industry research, manage budgets, and forecast campaign outcomes.
- Web & Automation Management: Oversee websites, landing pages, CRM, and marketing automation tools to drive engagement and retention.
- Brand Strategy: Develop and implement positioning strategies for a consistent, impactful brand voice across all platforms.
- Creative Development: Supervise the production of brand assets including videos, brochures, presentations, and other campaign materials.
- Collaboration: Partner with sales, operations, and leadership teams to unify marketing and business growth efforts.
- KPI Monitoring: Track, analyze, and report on KPIs including CTR, CPA, CPC, conversion rates, and ROI with actionable insights.

Digital Marketing Manager

May 2024 - Apr 2025

Stech Group | Dhaka, Bangladesh

- Department: Marketing, Business & Brand Development-----Duties/Responsibilities:
- Creating comprehensive digital marketing plans aligned with the company's overall objectives, including SEO, SEM, email marketing, social media, content marketing etc.
- Planning, executing, and optimizing digital marketing campaigns across various channels to reach target audiences effectively and achieve desired results.
- Building and managing the company's presence on social media platforms, including content creation, community engagement, and performance tracking.
- Improving the company's website visibility in search engine results pages through keyword research, on-page optimization, link building, and other SEO techniques.
- Managing online advertising campaigns, such as Google Ads, Facebook Ads, or display advertising, to drive targeted traffic and conversions.
- Monitoring KPIs, analyzing campaign performance data, and preparing regular reports to track progress and identify areas for improvement.
- Allocating and managing budgets for various digital marketing initiatives, ensuring efficient use of resources and maximum ROI.
- Collaborate with the marketing team to brainstorm new and innovative growth strategies and marketing techniques
- Overseeing the creation and distribution of engaging content across digital platforms, such as blogs, videos, social media posts, and email newsletters.

Marketing Manager

 May 2023 - Apr 2024

Naztech Inc. | Dhaka, Bangladesh

- Department: Marketing, Business & Brand Development-----Duties/Responsibilities:
- Take initiative for all marketing campaigns as par with the organization's goal.
- Plans and executes all digital marketing, web, SEO/SEM, email, social media, and display advertising campaigns for sales growth.
- Designs, builds, and maintains naztech social media presence.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Identifies trends and insights and optimizes marketing performance based on the insights.
- Brainstorms new and creative growth strategies of customer outreach and digital marketing.
- Plans, executes, and measures experiments effective marketing strategies and customer outreach prospects.
- Collaborates with internal teams to outreach prospective customers of naztech.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple marketing channels and customer touch points.
- Write tech blogs and website contents.
- Evaluates marketing and customer outreach prospects.
- Provides thought leadership and growth perspective for naztech Inc where appropriate.

Digital Marketing Manager, Datahost It

 May 2022 - May 2023

Naztech Inc. | Dhaka, Bangladesh

- ; Department: Marketing, Business Development and Branding.-----Duties/Responsibilities:
- Take initiative for all digital marketing campaigns and directly work with marketing team.
- Ability to lead a complex sales cycle through all stages of the opportunity lifecycle, including prospecting via email, calls, and conferences/events, qualification, proposal and SOW development, and contract negotiations.
- Search & expand new market and develop new customer base to increase sales volume
- Collect and Analyze market information for company's business expansion.
- Ability to build influential relationships with both C-level and Director Level executives.
- Understand customers' requirements and provide information to the customers about various company software products
- Construct sales pitches and presentations and demonstrate product features before a sale
- Prepare proposals, presentations and other business documents as per the request of the managers.
- Maintain Smooth communication with prospects, clients to maintain good relationship to ensure future sales
- Achieve agreed sales quota metrics
- Prepare and Submit daily, weekly and monthly performance reports.

Digital Marketing Lead

 Feb 2021 - May 2022

Naztech Inc. | Dhaka, Bangladesh

- Department: Digital Marketing & Business Development-----Duties/Responsibilities:
- Take initiative for all digital marketing campaigns as par with the organization's goal.
- Plans and executes all web, SEO/SEM, email, social media, and display advertising campaigns.
- Designs, builds, and maintains naztech social media presence.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Identifies trends and insights and optimizes spend and performance based on the insights.
- Brainstorms new and creative growth strategies through digital marketing.
- Plans, executes, and measures experiments and A/B tests.
- Collaborates with internal teams to create landing pages and optimize user experience.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Write tech blogs and website contents
- Evaluates emerging technologies.

Digital Marketing Executive Content Writer

 Jun 2019 - Jan 2021

Deft Group | Dhaka, Bangladesh

- Department: Digital Marketing & Business Development-----Duties/Responsibilities:
- Assisting in the formulation of digital marketing strategies to segment the B2B target market and build a lasting digital connection
- Provide creative ideas for content marketing and update website
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results.
- Be actively involved SEO efforts (keyword, Link Building, image optimization etc.)
- Prepare online newsletters and promotional emails and organize their distribution through various channels
- Collaborate with website designers to improve user experience
- Assist in the formulation of strategies to build a lasting digital connection with B2B customers and relevant product users.
- Develop related content for multiple platforms, such as websites, email marketing, social media, product descriptions, videos, and blogs.
- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness
- Executing optimized online activities to increase company and brand awareness

Business Analyst Technical Content Writer

 Oct 2014 - Dec 2017

Nazdaq Technologies Inc. Ltd. | Dhaka, Bangladesh

- Technologies Inc. Ltd. Department: Software Development Duties/Responsibilities:
- Responsible for providing best of client support and communication under pipelined projects.
- Create, proof read and correct SRS, BRS, FRS documents.
- Execute SEO tasks to optimize website and blog contents, and generating sales copy to serve as a Digital Marketing Analyst.
- Write user manuals and online help manuals for developing software as a technical writer
- Provide assistance in client communication with digital marketing.
- Provide assistance, training the clients to the developing software.
- Conduct Testing and QA activities on developing software and projects.
- Elicit, gather, discover and find, "whatever" the requirements of running software project.
- Write and analyze software requirements and process and communicate with relevant stakeholders

Officer Sales And Marketing

 Jan 2007 - Mar 2009

Location: Gulshan-2, Dhaka Department | Dhaka, Bangladesh

-) Metronet Bangladesh Limited Company Location: Gulshan-2, Dhaka Department: Sales and Marketing-----Duties/Responsibilities:
- Developing new business through networking and cold calling
- Arranging business meetings and following up leads of MetroNet Fiber optic clients.
- Understanding customers' specific business needs and applying product knowledge to meet those needs
- Learning about how products and services work
- Ensuring quality of service by developing a thorough and detailed knowledge of technical specifications
- Providing support to customers, offering clear advice and solutions wherever possible
- Writing and designing sales literature
- Working closely with the MetroNet marketing department.
- Developing effective sales plans utilizing sales methodology

EDUCATION

Master of Business Administration, MBA (Major in Marketing)

2021

BRAC University | Dhaka, Bangladesh

- Master of Business Administration from BRAC University with CGPA: 3.30/4.0

Bachelors Degree, in Computer Science

2006

American International University Bangladesh (AIUB) | Dhaka, Bangladesh

- Bachelor of Science(BSc) in Computer Science from American International University Bangladesh (AIUB) with CGPA: 3.19/4.0

HSC, Science

1998

Titumir College | Dhaka, Bangladesh

- HSC from Titumir College

Secondary School Certificate, Science

1994

Dhanmondi Govt. Boys' High School

- High School Marks: 81: Secondary School Certificate from Dhanmondi Govt. Boys' High School

SKILLS

- B2B Marketing
- CRM / Loyalty Marketing
- Google Ads
- Facebook Ads
- SEO / SEM
- Content Management
- Content Management Tools (Magento, WordPress, Shopify)
- Campaign Management Tools (Hubspot, Mailchimp)
- Google Analytics

LANGUAGES

English	Fluent
Bengali	Fluent
Arabic	Basic

OTHER SKILLS & CERTIFICATIONS

- Business Communication Skills
- Crafting Marketing Plan and Strategy, Digital Marketing, Branding
- Customer Outreach and Sales
- Business Analysis and Research
- Blog and Copy-writing
- AI Prompt Engineering
- SEO and Website Management
- Software and Business Process Documentation
- Strategic Planning and Presentations
- Winning Negotiations