

Md. MIZRAB ALAM

Full Stack Digital marketing expert

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Professional profile

As a dedicated full stack digital marketing expert, I combine technical proficiency and creative insight to drive impactful campaigns. Proficient in WordPress and social media platforms. I enhance user experience and brand visibility. My expertise spans content creation, SEO, and campaign optimization, delivering measurable results across digital channels.

Professional experience

Executive Digital Marketing & Events | STAR Cineplex

Feb 2024- Current

- Developed and executed multi-platform digital marketing strategies.
- Managed content creation, SEO-friendly movie blogs, scheduling, and campaigns across major social channels further more handled email marketing (HTML), website content, and video editing.
- Optimized campaigns using analytics and AI tools.
- Coordinated with creators for consistent branding also led campus marketing to grow student reach.

Former Executive Digital Marketing | 01 Limited

Apr 2022-Dec 2023

- Provided weekly digital marketing reports and led content planning.
- Created SEO-friendly content and managed email marketing (HTML).
- Ran YouTube & Google Ads campaigns and coordinated with Customer Support.

Former Inventory Management Officer | Knit Syndicate

Jul 2021-Mar 2022

- Digitized supply chain record-keeping to improve operational efficiency.
- Implemented daily reporting for yarn and fabric movement.
- Assisted in salary sheet preparation and maintained accurate employee records.

Former Jr. Business Executive | Codesmith Tech Ltd.

Jun 2020-Jun 2021

- Assisted digital marketing operations, reporting, and record-keeping.
- Built sales dashboards and conducted market research.
- Prepared quotations, wrote user stories, and managed payroll and attendance.

Education

IELTS Academic Certification - 2025

British Council

Overall score 7.0

BBA major in Management information system - 2021

American International University-Bangladesh

CGPA 3.74

Software skills

MS Office



Illustrator



Photoshop



After effects



Premiere Pro



Graphics Design

Motion Graphics

AI Marketing tools

Content writing

SEO

Video Edit

Public Speaking

Content Making

WordPress

Email Marketing

Extra curriculum

President	International Rotaract club of Narayanganj Midtown	2023-Currnet
Former AIUB Official Volunteer	AIUB Admission Dept.	2019-2020
Former IT officer	AIUB Business Club	2017-2020

References

Md Shahadat Hossan Himel

Deputy Manager, Sales & Marketing
ShowMotion Ltd. [STAR Cineplex]
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Md. Mehzabul Hoque Nahid

Senior Assistant Professor, Department Head
American International University Bangladesh
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Achievements

- Practical SEO training from BITM 2020
- Datathon data visualization champion 2019
- AIUB digital poster champion 2019
- ABC case storm voluntary certification 2019
- Biz-evo 1.0 voluntary certification 2019
- ABC case storm voluntary certification 2018
- AICBM voluntary certification 2018