

# M.H. RASHED

B.A Hon's in English || Digital Marketing Expert

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## Summary

I always knew that a successful profession would require more than just academics, so I focused on develop my skills besides my academics, and having a background in English made the journey easier . Possess exceptional communication and interpersonal skills with a proven ability to work independently and as part of a team.

## Skills

- English Speaking & Writing
- Google Ad Management
- Meta Marketing
- Web Content Writing
- Search Engine Optimization

## Education

- Bachelor of Arts in English

(2019-2023)

City University, Bangladesh.

CGPA - 3.83 out of 4

- Digital Marketing

(2021- present)

Passive Journal

## Certifications

- Bachelor of Arts in English

Department of English Language and Literature (DELL)

City University, Bangladesh.

- Fundamentals of Digital Marketing

Google Digital Garage - 2022

- Extra Curricular Activities

Debate Competition, Creative Writing

Competition, Extempore Speech

Competition, etc.

## Professional Experience

- Digital Marketing Executive at BAIITS (March 2024 - Present)

I work as a digital marketing executive at the **Bangladesh Association of IT Solutions (BAITS)**. BAIITS has multiple websites and several companies associated with them. My primary job is to take care of the search engines to rank the websites as an **SEO expert**. I managed a few web projects. Also, I manage all the social media handles for BAIITS.

- IQAC Member at City University (2023 - Present)

I work as an IQAC member under the Honorable **Pro Vice Chancellor, Prof. Dr. Kazi Shahdat Kabir, Sir**. My responsibility is to take care of digital marketing, from paid meta marketing to maintaining the official social media (Facebook Page) of City University.

- Digital Marketing (2021- 2023)

In my successful freelancing career in digital marketing, I've worked with over 100 of international clients, the majority of whom were Europeans. I served my clients remotely by utilizing my skills in video editing, meta marketing, banner and logo design, and Google Ad Management. It improved my capacity for creative thought and communication.

## Language

- Bangla - Fluent
- English - Fluent
- Hindi - Conversational

# Projects

- **ideasbdjournal.com (Website Development)**

ideasbdjournal.com is a website from the **Department of English Language and Literature (City University)**. A Journal of Literature, Arts, and Culture is an international double-blind peer-reviewed journal committed to publishing high-quality papers on a wide range of topics. It is a platform for sharing ideas among teachers, researchers, and scholars. It accepts the contributions of scholars from home and abroad. I've been contributing as a **Content Writer** and **WordPress Designer** to this website from the very beginning. This website is listed in *ISSN International Centre, (ISSN : 3005 - 8031) located in Paris 75003 (France), 45 rue de Turbigo.*

- **baitssbd.com (SEO and Project Management)**

I work for baitssbd.com to manage projects like writing content, researching keywords, updating meta titles and descriptions, creating unique pages through creative design, and handling technical issues that need to be fixed to optimize a website for search engines.

## Education Details

- **Bachelor of Arts in English**

(2019-2023)

Department of English Language and Literature (DELL)

**City University, Bangladesh.**

Ashulia, Dhaka

CGPA - **3.83** out of 4

- **Higher Secondary Certificate**

(2017-2019)

Computer Operation

**Institute of Computer Management and Science (ICMS)**

Mirpur, Dhaka

CGPA - **4.50** out of 5

- **Secondary School Certificate**

(2014-2015)

Science Studies

**Adarsha High School (Ghughudia)**

Savar, Dhaka

CGPA - **4.89** out of 5

## Achievements

- **DELL Student of the Year - 2023**
- **DELL Best Speaker** in Debate Competition - 2023
- **DELL Extempore Speech** Champ, Winner - 2022
- **DELL Literary Writing**, 2nd Runner Up - 2022

\* Department of English Language and Literature (DELL)

## Personal Details

- Name : **M.H. Rashed**
- Father : **Md. Jahangir Alam**
- Mother : **Mst. Rokia Begum**
- Date of Birth : **18 April 1999** (24y)
- Religious Status : **Muslim**
- Nationality : **Bangladeshi** (by birth)
- Height : **5 feet 3 inches**
- Weight : **70 kg**
- Marital Status: **Married**

## Skill Development Details

- **Digital Marketing**

(2021- present)

- # Google Ad Management
- # WordPress & WP Elementor
- # Basic to Advance Meta Marketing
- # Search Engine Optimization

**Passive Journal** (*Khalid Farhan's Institution*)

- **Canva Design**

(2020- present)

- # Banner / Poster Design
- # Logo Design
- # Thumbnail Art
- # Promotional Campaign Art

## Passion

- Digital Marketing
- Reading Books
- Literature