



CONTACT

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SOFT SKILLS

- Communication
- Team-Building
- Adaptability
- Problem Solving
- Time Management

HARD SKILL

- On-page SEO
- Technical SEO
- Email Marketing
- Social Media Marketing
- WordPress Customization
- Facebook Ad Campaign
- SEO Expert

CO-CURRICULAR ACTIVITIES

- Travelling
- Reading
- Photography
- Active member of online marketing

LANGUAGES

- BANGLA (Native)
- ENGLISH (Intermediate)

ARAFAT OBI

DIGITAL MARKETING EXPERT



PROFILE

Motivated and creative digital marketing enthusiast seeking an entry-level position where I can apply my skills in social media management, content marketing, and data analysis to contribute to organizational growth and develop professionally.

EXPERIENCE

Digital Marketing Specialist

Social Media Post Manager at Master Bangladesh

- Managed paid advertising campaigns with monthly ad budgets
- Increased website traffic and lead generation through SEO and SEM strategies
- Designed and optimized landing pages for better conversion
- Created content calendars and handled social media growth
- Monitored KPIs, CTR, CPC, ROAS and prepared performance reports
- Collaborated with designers and content writers for marketing campaigns

EDUCATION

BUSINESS STUDIES

2020-2021

GOVT. MUJIB COLLAGE

GPA: 4.28/5.00

BASURHAT A.H.C GOVT. HIGH SCHOOL

2018-2019

BUSINESS STUDIES

GPA: 4.89/5.00



TRAINING/CERTIFICATION

Diploma in Digital Marketing

-Running
Creative IT Institute

Topics: On-Page SEO, Off-Page SEO, Social Media Marketing, E-Mail Marketing, WordPress Customization, Facebook Ad Campaign, Google Ads & Shopify

Country: Bangladesh



TOOLS & SOFTWARE KNOWLEDGE

- semrush
- Screaming Frog
- Mailchimp
- MOZ
- Ahrefs
- Google Search Console
- Google Analysis
- Meta Business suit, FB Ad