

M. TOWFIQUL ARAFAT

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Career Objective:

Strategic Communications and Marketing Professional with 9+ years of experience in digital strategy, brand positioning, and stakeholder engagement. Passionate about leveraging communication for social impact, advocacy, and sustainable development.

Career Summary:

1. Worked as head of marketing at the corporate division of Rupayan Group.
2. Worked with UK-based Digital Marketing Agency 'Visual I Ltd' as Team Leader, Operation for almost 2 years.
3. Worked as a Digital Marketing Manager in the real estate industry in Bangladesh for 02 years. Company - Suvastu Properties Ltd
4. Worked with ACI Limited as a Digital Marketing Executive for 02 years
5. Career started with BDTASK Limited as a SEO Specialist from Jan 2016.

Special Qualification:

Team Building, working under pressure, and Problem-solving skills

Employment History:

Total Year of Experience: 9 yrs

1. Head of Marketing (0.6 yr)
(1 Jan 2025 - 30 May 2025)

Rupayan Group – Corporate Sales

Duties/Responsibilities:

Lead strategic marketing initiatives, drive brand positioning, and implement data-driven campaigns to generate high-value real estate sales.

3. Team Leader - Digital Operations (2 yrs)
(1 Jan 2022 - 31 Dec 2023)

Visual I Web Ltd. - UK-based Digital Marketing Agency

Duties/Responsibilities:

Managing a company`s overall digital operations in Bangladesh.

4. Assistant Manager - Digital Marketing (1.2 yrs)

(17 Oct 2020 - 25 Dec 2021)

SUVASTU Properties Limited (Real Estate Company)

Duties/Responsibilities:

1. Develop and manage digital marketing campaigns that combine search, social, and display.
2. Managed marketing campaigns to cultivate brand awareness and drive web traffic.
3. Recommended changes to website architecture, content and linking to improve SEO positions for target keywords. Ranked more than 15 Keywords on Google 1st page within 06 Months that drives more than 2000 website visitors per month.

5. Digital Marketing Executive (1.8 yrs)

(1 Jan 2019 - 15 Oct 2020)

ACI Limited (Business - ACI Agribusiness)

Duties/Responsibilities:

1. Increased brand awareness through creation and management of social media channels, boosting social media engagement by 75%.
2. Directed traffic growth strategies, including SEO, app store optimization, content distribution, email marketing and trackbacks.
3. Coordinated with social media, public relations and other teams to execute product introductions.

6. SEO Specialist (3 yrs)

(1 Jan 2016 - 31 Dec 2018)

BDtask Limited (Software Company in Bangladesh)

Duties/Responsibilities:

2. Helped clients develop website portals and social media pages.
3. Monitor search engine ranking after efficient input on website SEO.

Academic Qualification:

Exam Title	Concentration/Major	Institute	Result	Pas.Year	Duration
Executive Master of Business Administration (EMBA)	Marketing	BRAC University	CGPA:3.19 out of 4	2022	02 Years
Master of Science (MSc)	Physics	University of Dhaka	CGPA:2.57 out of 4	2015	1
Bachelor of Science (BSc)	Physics	Govt. Titumir College (Under National University)	CGPA:2.91 out of 4	2014	4 years
HSC	Science	BAF Shaheen College, Dhaka	CGPA:4.75 out of 5	2010	2 years
SSC	Science	BAF Shaheen College, Dhaka	CGPA:5 out of 5	2008	2

Training Summary:

Training Title	Topic	Institute	Location	Year	Duration
Training on Leadership Excellence	Leadership	Mind Mapper		2023	2 Days
Digital Marketing Level IV	Digital Marketing	BTEB	Agargaon	2022	3 Months
Diploma on IT	Graphics, Animation, Video Editing	IDB BISEW	Agargaon	2017	1 Year
Practical SEO Course	Search Engine Optimization	BASIS	Dhaka	2016	48 hours
Advance SEO Course	SEO	Creative IT	Dhanmondi	2016	2 months

Professional Qualification:

Certification	Institute	From	To
Digital Marketing Assessor	Bangladesh Technical Education Board - BTEB	January 1, 2022	March 31, 2022

Career and Application Information:

Looking For	: Top Level Job
Available For	: Full Time
Present Salary	: Tk. 80,000/-
Expected Salary	: Tk. 1,30,000/-
Preferred District	: Dhaka
Preferred Organization Types	: Any

Skill:

Fields of Skill	Description
<ul style="list-style-type: none">Digital MarketingSocial Media MarketingSEOSearch Engine Marketing	<ol style="list-style-type: none">Ability to analyze data and draw insights.Organization and project management skillsKnowledge and appreciation of automationAdvanced social media knowledge

Extra Curricular Activities:

1. Writer and Editor of Competency-Based Learning Materials – CBLM of Bangladesh Technical Education Board - BTEB.
2. Digital Content Creator - Published more than 10 recorded courses on various Online Learning platform.
3. Mentor/Trainer - Trained more than 5,000 students from various training institutes.
4. Community Leader – 2024 president of JCI Dhaka Elite (JCI Bangladesh)

Language Proficiency:

Language	Reading	Writing	Speaking
Bangla	High	High	High
English	High	High	High

Personal Details:

Father's Name : M. Sahadot Ali
Mother's Name : Thamina Razib
Date of Birth : 15 Mar 1993
Gender : Male
Marital Status : Married
Nationality : Bangladeshi
Religion : Islam
Permanent Address : Vill+Post: Sultanpur, Brahmanbaria Sadar, Brahmanbaria Sadar, Brahmanbaria 3400
Current Location : Dhaka

Reference (s):

	<u>Reference: 01</u>	<u>Reference: 02</u>
Name	: MD. Mejbahuddin	Imran Kadir
Organization	: Media City Limited	The Daily Star
Designation	: Chief Executive Officer	Head of Sales & Marketing
Address	: 52/1, Hasan Holdings, New Eskaton Road, 14 th floor, Dhaka - 1000	64-65, Kazi Nazrul Islam Avenue, Dhaka-1215.
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Relation	: Professional	Professional