

Md Sojib Islam

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Summary

Experienced marketing manager with strong writing and digital media skills. Focuses on developing marketing initiatives to boost brand awareness and build a digital presence. Also a dedicated sales manager with a track record of delivering measurable results and collaborating across teams. Proactive and enthusiastic about partnering with like-minded individuals to achieve objectives and individuals to achieve goals.

Experience

Contributing Reporter

Daily Janakantha • University of Rajshahi, Rajshahi
02/2025 - Present

- Reporting on campus events, student affairs, and academic developments with journalistic accuracy and integrity.
- Conducting interviews, writing feature stories, and contributing to digital and print publications, helping to amplify campus voices and engage the university community.

Social Media Manager

Hat Bakso • Remote
01/2025 - Present

- Manage and grow the brand's presence across Facebook, Instagram, and other key platforms.
- Skilled in content creation, community management, and analytics-driven strategy.
- Coordinate campaigns, handle real-time engagement, and ensure a consistent brand voice across all channels to maximize audience reach and impact.

Ru Campus News Reporter

Projonmo Kotha • Rajshahi
01/2025 - Present

As a RU news reporter, my role is to cover and share important events, updates, and student issues happening on the Rajshahi University campus. I collect accurate information, interview relevant sources, and write reports that reflect the real voice of the campus. Through responsible journalism, I aim to inform, engage, and represent the RU community with honesty and dedication.

Content Writer

Swish+
04/2024 - Present

- Conducted keyword research and implemented SEO strategies to improve online visibility
- Generated engaging and original content tailored to specific target audiences
- Collaborated with the marketing team to develop content strategies and campaigns
- Stayed updated on industry trends and best practices for content creation and SEO optimization

HR Internship

GAO Tek Inc • USA
08/2024 - Present

- Assisted in recruitment process by reviewing resumes and conducting initial phone screenings
- Supported HR team in organizing and coordinating employee training sessions
- Participated in onboarding new employees and assisting with orientation programs

Digital Marketing Manager

pet zone • Kuwait

01/2024 - 05/2024

- Produced detailed performance reports, analyzing outcomes to consistently aid future marketing strategy.
- Developed and implemented comprehensive digital marketing strategies to increase brand visibility across multiple platforms.
- Conducted market research to identify trends and insights, informing strategic decision-making and competitive positioning.

Sales Manager

Feel Clothes • Dhaka

01/2023 - 11/2023

- Profiled, targeted and prospected territory within and beyond the existing customer base to expand reach and revenue.
 - Generated monthly and annual sales reports to determine growth and areas requiring improvement.
 - Monitored sales team performance and provided training to help reach targets.
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Skills

- Social Media Management
 - News Reporting & Story Writing
 - HubSpot & Zoho CRM
 - Social Media & Digital Marketing
 - Customer Engagement & Sales Communication
 - Fast Typing (Bangla & English)
 - Content Writing & Copywriting
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Education

HSC

Adarsha College • Dinajpur

12/2022

- Passed from Science Group
- Result : GPA- 4.33 out of GPA - 5.00

SSC

Birganj pailot Govt. high school • Birganj, Dinajpur

02/2020

- Passed from Science Group
- Result : GPA- 5.00 out of GPA - 5.00

BBA

University of Rajshahi • Rajshahi

- Department of Management Studies
 - Second year
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Languages

Bengali, English, Hindi

Certificates

The Fundamentals of Digital Marketing Certificate By GOOGLE

Awards

Dinajpur Youth Leadership Award 2024
