

MD. ROKIBUR RAHMAN RAZU

Brand Communications Executive | Digital Media Practitioner

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CAREER OBJECTIVE

Results-driven Digital Marketing & Brand Communications professional with 9.5+ years of hands-on experience across leading Bangladeshi and multinational brands. Passionate about leveraging data-driven strategies, creative storytelling, and emerging technologies to build powerful brand identities and drive measurable business growth.

PROFESSIONAL EXPERIENCE

Sr. Executive, Brand & Communications

Fiber@Home Ltd. (Mar 2024 – Present)

- ▶ Develop and execute integrated ATL, BTL & Digital brand strategies to strengthen brand positioning.
- ▶ Manage all aspects of brand identity, visual identity, and tone of voice across all touchpoints.
- ▶ Conduct tech trend research, competitive insights, and identify opportunities for brand innovation.



Executive, Digital Marketing

ACI Motors Ltd. - Yamaha (Sep 2019 – Feb 2024)

- ▶ Managed digital platforms including Facebook, YouTube, LinkedIn & Instagram for brand growth.
- ▶ Handled agency, online partner & vendor relationships to ensure seamless campaign execution.
- ▶ Led media buying, analysis, optimization & budgeting for Google Ads & Facebook Ads campaigns.



Executive, E-Commerce

vivo Mobile Company (BD) Ltd. (Mar 2019 – Aug 2019)

- ▶ Developed and implemented comprehensive e-commerce strategy to drive online revenue.
- ▶ Conducted competitor campaign research, search analytics, and market data collection.
- ▶ Managed stock, pricing, and order fulfillment across top 5 e-commerce platforms in Bangladesh.



Senior Apprentice, Customer Service

Grameenphone Ltd. (Jul 2015 – Nov 2017)

- ▶ Delivered high-quality inbound customer service, consistently meeting and exceeding KPI targets.
- ▶ Captured actionable customer insights and escalated critical complaints with timely resolutions.



SKILLS & COMPETENCIES

- ▶ Digital Marketing — Media Buying, Social Media Marketing
- ▶ Brand Strategy — ATL, BTL & Digital Campaigns
- ▶ SEO & SEM — Semrush, Google Ads Optimization
- ▶ E-Commerce Strategy & Platform Management
- ▶ Content Creation — Scripting, Videography, Photography
- ▶ Customer Service — Inbound & Outbound
- ▶ Tools: Claude, ChatGPT, Canva, Adobe Suite
- ▶ Meta Ads Manager, Advanced PowerPoint & Excel

EDUCATIONAL BACKGROUND

Degree	Institution	Specialization	Year
MBA	Southeast University	Marketing	2020
BBA	Southeast University	Marketing	2019
HSC	Adamjee Cantonment College	Business Studies	2013
SSC	Shaheed Ramijuddin High School	Business Studies	2011

TRAINING & CERTIFICATIONS

Stress Management	ACI Limited	Aug 2023
School of E-Commerce	Daraz	Mar 2019
Career Development Program	Nitol-Niloy Group	Nov 2018
Digital Marketing	Creative IT Institute	Nov 2018
Public Speaking	Southeast Business School	Oct 2018
Communication Skills	CPDS, Southeast University	Oct 2018
Presentation Skills (Online)	Alison	Sep 2025
Google Ads Fundamentals (Online)	Google	Nov 2018
Digital Marketing Associate (Online)	Udemy	May 2018

EXTRA - CURRICULAR

LANGUAGES & HOBBIES

- ▶ Founding General Secretary — SEU Tourism & Photography Club
- ▶ Organizing Secretary — Bangladesh Student Council
- ▶ Student Ambassador — Southeast University
- ▶ Bengali — Native Proficiency
- ▶ English — Professional Proficiency
- ▶ Hobbies: Photography, Blog Writing, Social Media