



SHAMALI PARVIN

Digital Marketing Expert

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Skills

Hard Skills:

- Search Engine Optimization
- Social Media Management
- Content Writing
- WordPress Optimization

Soft Skills:

- Communication
- Team-building with Leadership
- Time Management Capability
- Highly Organized & Efficient
- Adaptability

Software

Knowledge/Programin g Language

- Ahrefs
- SEMrush
- Google Keyword Planner
- Google Tag Manager
- MSWord, MS Excel, PowerPoint
- Adobe Photoshop

Co-Curricular Activities

- Travelling.
- Singing.
- Sports.

Career Objective

Driven by a passion for digital marketing, I leverage a recent degree and strong analytical skills to craft impactful, data-driven campaigns. Eager to join a dynamic team, I excel in SEO, content marketing, and analytics, building effective digital strategies. My commitment to continuous learning, collaboration with experienced marketers, and awareness of industry best practices help me excel in the field. Want to establish myself as a Digital Marketing Expert within 4-5 years.

Experience

Berkshire Hathaway Automotive

01.09.24 – 31.12.24

Digital Marketing Specialist

Responsibilities:

- Directed digital marketing projects (SEO, Paid Ads, Social Media, Email) for 100+ dealership franchises
- Solved challenges of low visibility & inconsistent lead flow through advanced targeting and content optimization.
- Delivered solutions with geo-targeted campaigns, analytics-driven ad spend, and automation tools, boosting traffic & conversions.

Achievement:

- Successfully achieved and exceeded **team KPI targets** through consistent performance.
- Awarded for **100% punctuality with zero late attendance.**

Educational Qualification

- BSc in Medicine Laboratory from “Rajshahi University” in 2013 in with a CGPA 4.00 out of 4.00.
- HSC in Science group from “K B Degree College” in 2009 with a GPA 4.40 out of 5.00
- SSC in Science group from “Khathaldangi Girls High School” in 2007 with a GPA 4.38 out of 5.00

Training

Name: Professional Digital Marketing
17.02.25 – 17.08.25 (0.6 months)

Creative IT Institute

Topics covered: SEO, SMM, Content Writing, Affiliate Marketing, WordPress Optimization, Google Search Console, Google Analytics, Google Tag Manager, GMB, Email Marketing

Country: Bangladesh

Reference

Name: SMH Nafis

[Creative IT Institute](#)

Designation: Mentor

Email: smhnafis@gmail.com

Phone Number:

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Academic Achievements

Achievements:

- Completed B.Sc in Medical Laboratory Science with distinction.
- Completed clinical internship at Prime Medical College And Hospital, gaining hands-on diagnostic lab experience.
- Participated in seminars and workshops on medical laboratory science

Language Proficiency

- **English:** : Good command over reading, and writing, and excellent listening & speaking skill.
- **Bangla:** Reading- Native, Writing- Intermediate, Listening- Native, Speaking- Native.

Extra-Curricular Activities

Served as **Class Representative (CR)** for 6 months in *Creative IT Institute – Digital Marketing, Batch DM-2502*.

Responsibilities:

- Served as a communication link between students and instructors.
- Coordinated class schedules, attendance, and announcements.
- Assisted peers with academic support and feedback sharing.
- Encouraged teamwork and organized group activities.

Personal Information

- Date of Birth: 25.05.1991
- Nationality: Bangladeshi
- NID: 553 902 9743
- Marital Status: Married.