

Abdullah Al Redwan

Web Developer | Digital Marketing and Social Media Specialist | Business Analyst | Business Digital Growth Specialist

<https://redwan.ocoxe.com/>

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Results-driven Web Developer with expertise in digital marketing, social media management, and Digital business growth strategies. Demonstrated success in developing responsive and user-friendly websites, implementing effective digital marketing campaigns, and driving online visibility and customer engagement. Skilled in conducting market research, optimizing SEO strategies, and utilizing data analytics to optimize marketing efforts. I have a passion for technology and possess strong research skills, enabling me to quickly find any information on the internet. As a quick learner, I thrive in dynamic environments and stay up-to-date with the latest technological advancements. Committed to leveraging my diverse skill set to contribute to the growth and success of a dynamic organization.

WORK EXPERIENCE

Imperial College of Engineering, Khulna, Bangladesh (February 24, 2022 - Present)
Web Developer, Social Media Manager, Digital Marketing Specialist, Business Digital Growth Specialist

Responsibilities: Web development, digital marketing campaigns, website and marketing performance analysis, business growth strategies

- Develop and maintain responsive and user-friendly websites for the college.
- Manage social media accounts, create engaging content, and monitor analytics.
- Implement digital marketing strategies to increase online visibility and attract students.
- Conduct market research and competitor analysis to optimize marketing campaigns.

imperial.edu.bd

Mangrove Institute of Science and Technology, Khulna, Bangladesh (February 11, 2022 - Present)
Web Developer, Social Media Manager, Digital Marketing Specialist, Business Digital Growth Specialist

Responsibilities: Web development, digital marketing campaigns, website and marketing performance analysis, business growth strategies

- Create and maintain websites for the institute, optimizing for usability and accessibility.
- Manage social media platforms, curate engaging content, and interact with followers.
- Develop marketing strategies to promote the institute's programs and attract students.
- Utilize digital tools and analytics to measure and improve marketing campaign effectiveness.

mangrove.edu.bd

Mangrove IT Solution, Khulna, Bangladesh (May 12, 2022 - Present)
Web Developer, Digital Marketing, Business Digital Growth Specialist

Responsibilities: Web development, digital marketing initiatives, market research, innovative digital strategies

- Collaborate with clients to understand their business needs and develop customized websites.
- Implement digital marketing strategies to enhance online visibility and drive business growth.
- Conduct market research and optimize marketing campaigns for maximum impact.
- Improve organic traffic and search rankings through SEO optimization.
- Create engaging content for websites and social media platforms.
- Monitor website and marketing performance and provide recommendations for improvement.
- Stay updated on industry trends and incorporate innovative strategies.
- Work with cross-functional teams to deliver exceptional digital solutions.

<https://mangroveit.com/>

Mangrove Automobile, Khulna, Bangladesh (April 15, 2022 - Present)
Web Developer & Digital Marketing Specialist, Business Digital Growth Specialist

Responsibilities: Web development, digital marketing campaigns, website and marketing performance analysis, business growth strategies

- Design and develop websites for Mangrove Automobile, ensuring seamless user experience.
- Plan and execute digital marketing campaigns to drive online traffic and generate leads.
- Analyze website and marketing performance metrics to identify areas for improvement.
- Collaborate with cross-functional teams to develop business growth strategies.

mangroveautomobiles.com

Ocoxe (August 15, 2021 - Present)
Web Developer, SEO, Marketing, Business Digital Growth Specialist

Responsibilities: Web development, digital marketing campaigns, website and marketing performance analysis, business growth strategies

- Develop and optimize websites for Ocoxe, ensuring high search engine visibility.
- Implement SEO strategies to improve website rankings and organic traffic.
- Collaborate with clients to understand their business needs and goals for digital presence.
- Provide recommendations and implement digital solutions to enhance clients' online presence and customer engagement.
- Execute digital marketing campaigns, including social media and email marketing. -Analyze data and metrics to identify areas for improvement and optimize marketing efforts.

ocoxe.com

Upwork (Remote), Freelance Marketplace (August 11, 2020 - Present)
Web Developer, Content Writer, Digital Marketing Specialist, Business Digital Growth Specialist

Responsibilities: Web development, digital marketing campaigns, website and marketing performance analysis, business growth strategies

- Collaborate with clients to develop and maintain websites tailored to their needs.
- Create high-quality written content for websites, blogs, and marketing materials.
- Plan and execute digital marketing strategies to drive traffic and conversions.
- Provide expertise in business growth strategies, leveraging digital platforms and techniques.

upwork.com

Fiverr (Remote), Freelance Marketplaces (January 20, 2016 - Present)
Web Developer, Content Writer, Digital Marketing Specialist, Business Digital Growth Specialist

- Provide web development services, creating visually appealing and functional websites.
- Write compelling and SEO-friendly content for web pages, articles, and blog posts.
- Execute digital marketing campaigns to drive user engagement and conversions.
- Assist clients in developing and executing strategies for business growth and online success.

fiverr.com

Freelancer.com (Remote), Freelance Marketplace (April 20, 2020 - Present)
Web Developer, Content Writer, Digital Marketing Specialist, Business Digital Growth Specialist

- Utilize web development skills to design and build websites for various clients.
- Produce engaging and informative content across different topics and industries.
- Develop and implement digital marketing campaigns to enhance online presence.
- Assist clients in achieving business growth objectives through digital strategies.

freelancer.com

Tech Soldier (July 22, 2019 - Present)
Search Engine Optimization Specialist, Web Developer & Web Content Writer

- Optimize websites to improve search engine rankings and organic visibility.
- Develop and implement on-page and off-page SEO strategies to increase website traffic.
- Create and manage engaging web content to attract and retain the target audience.
- Utilize web development skills to enhance website functionality and user experience.

techsoldier.com

Prothombarta.com, Mirpur, Dhaka, Bangladesh (May 01, 2019 - September 18, 2020)
Web Developer and SEO Specialist

- Designed and developed websites for Prothombarta.com, focusing on user experience and functionality.
- Implemented SEO strategies to optimize website content and improve organic search rankings.
- Conducted keyword research and analysis to identify target keywords for optimization.
- Monitored website performance using analytics tools and made data-driven improvements.

prothombarta.com

BdNews24.com, Bangladesh (January 18, 2016 - January 20, 2020)
Child Journalist - Hello.bdnews24.com

- Contributed as a child journalist for Hello.bdnews24.com, an online news platform.
- Gathered news information, conducted interviews, and wrote engaging news articles.
- Covered a variety of topics, including current events, human interest stories, and local news.
- Ensured accuracy, credibility, and adherence to journalistic standards in all published articles.

hello.bdnews24.com

EDUCATION

Self-learning through Udemy and Online Learning Platforms (January 02, 2016 - Present)
Udemy and Other online Learning Platforms

- Digital Marketing, Business Analyst, Advanced Data Analyst, SEO, Office Application, Content Writing, Web Development, WordPress, Branding and Media, Algorithm, Data Structures, Search Engine Optimization (SEO), Off-Page SEO, Content Management Systems (CMS), Marketing Strategy, Social Media Marketing, Media Strategy, Online Marketing, Affiliate Marketing, E-commerce SEO, Advertising, and Lead Generation

Self-learning through Google and Online Resources (January 01, 2014 - Present)
Google and other Online Resources

- I have been actively engaged in self-learning through various online resources, including Google and other platforms, since January 2014. Throughout this period, I have pursued a wide range of topics and completed various online courses. This commitment to self-improvement and continuous learning demonstrates my dedication to expanding my knowledge and staying up-to-date with the latest trends and developments in diverse areas. By utilizing online resources, I have cultivated a strong foundation of expertise and have the ability to adapt to evolving industries and technologies.

Sherpur Government Victoria Academy, Sherpur District, Bangladesh (February 03, 2009 - August 01, 2021)
Secondary School Certificate (Business Study)

- I successfully completed my Secondary School Certificate (Business Study) from Sherpur Government Victoria Academy in Sherpur Sadar, Sherpur District, Bangladesh, from February 2013 to August 2021. This educational background has provided me with a strong foundation in business studies and equipped me with essential skills and knowledge in various aspects of commerce.

Mangrove Institute of Science and Technology, Boikali, Khulna, Bangladesh (February 13, 2022 - Present)
Diploma in Computer Science

- I am currently pursuing a Diploma in Computer Science from Mangrove Institute of Science and Technology in Boikali, Khulna, Bangladesh. This program equips me with a solid foundation in computer science principles and practical skills. With a focus on programming, software development, and computer systems, I am gaining expertise in various areas of computer science. The program is expected to conclude in 2025. Through my studies, I am acquiring the knowledge and skills necessary to excel in the field of computer science and contribute to the development of innovative technological solutions.

VOLUNTEER EXPERIENCE

Community Food Bank (January 01, 2019 - Present)
Volunteer

- Assisted in sorting and distributing food donations, organizing food drives, and supporting community events aimed at addressing food insecurity.

Community Blood Bank (August 01, 2019 - Present)
Volunteer

- Assist in organizing blood donation drives, registering donors, and providing support during blood collection events. Educate community members about the importance of blood donation and help ensure a steady supply of blood for patients in need.

Blood Bank Software Development
Developed custom blood bank software solutions free of charge for multiple non-profit organizations, including the Community Blood Bank. Designed and implemented user-friendly interfaces, database management systems, and reporting modules to streamline blood inventory management, donor records, and blood distribution processes. Contributed to improving operational efficiency and enhancing the overall functionality of the blood bank. Provided ongoing support and updates to ensure the software met the organization's evolving needs.

Environmental Cleanup Campaign (April 01, 2019 - Present)
Volunteer

- Actively participated in community-led initiatives aimed at cleaning up local parks, rivers, and beaches. Engaged in hands-on activities such as collecting litter, removing invasive species, and restoring natural habitats. Promoted environmental sustainability and raised awareness about the importance of preserving natural resources for future generations.

Website Development and Digital Campaign
Built and maintained a website for the environmental cleanup campaign, providing information about upcoming events, volunteer opportunities, and educational resources. Developed a user-friendly interface and optimized the website for search engines to enhance online visibility. Ran a digital campaign to promote the cleanup events, leveraging social media platforms, email marketing, and content creation to engage the community and encourage participation. Offered my services free of charge to support the campaign's goals and broaden its reach.

REFERENCES

Available upon request.

TECHNICAL PROFILE

Business Digital Growth Specialist Expert

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Market Research and Analysis Expert

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Social Media Manager Expert

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Digital Marketing Expert

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E-commerce Research, Email Marketing, Organic Growth Strategies, Data Analytics, Technical SEO, Conversion Optimization, Marketing Automation, Web Analytics, Social Media Marketing, SEO Optimization

Web Development Expert

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HTML, CSS, JavaScript, Responsive design, Bootstrap, Tailwind CSS

Content Management Systems (CMS) Expert

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WordPress, Shopify, Squarespace, Weebly, Square Online and More.

Data Analytics Expert

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CRM Management Expert

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Web Analytics Expert

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E-commerce Optimization Expert

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Technical Troubleshooting Expert

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INTERESTS

Traveling

Passionate about exploring new cultures, gaining new perspectives, and experiencing different destinations.

Volunteer Work

Actively engaged in volunteer activities, contributing to community service initiatives such as food banks, animal shelters, and mentoring programs.

Personal Growth

Committed to continuous learning and self-improvement, actively seeking opportunities to expand knowledge and skills.

Making a Positive Impact

Driven to make a difference in the world, leveraging skills and resources to create positive change in society.

Cultural Exchange

Enthusiastic about engaging with diverse communities, promoting understanding, and fostering intercultural communication.

LANGUAGES

English C1

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Bengali Native Speaker

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Hindi Expert

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