

MD KAWSER AHMED KHAN JAMI

Copenhagen, Denmark

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Professional Experience

1. Company: Startise

Position: Content Marketing Executive **Duration:** November 2021–Present

- **Content Creation & Review:** Develop, review, and publish high-quality, engaging content for multiple channels, including websites, blogs, social media, email campaigns, and more.
- **Editing and Proofreading:** Editing and proofreading various content to ensure content is error-free and aligns with brand guidelines.
- **SEO Optimization:** Implement SEO best practices to enhance content visibility and improve organic search rankings.
- **Paid Ads:** Run paid ads campaign in Shopify to increase app installations.
- **Campaign Management:** Plan, and execute marketing campaigns, ensuring they align with overall marketing goals and deliver measurable results.
- **Market Research:** Research industry trends, competitors, and market developments to suggest new product features & improvements.
- **Partnership Management:** Identify partnership opportunities, assess and onboard affiliate partners, and foster collaboration.
- **Case Study Creation:** Work with users to compose case studies showcasing the impact of various products.
- **Project Management:** Supervise various projects in accordance with the assigned tasks.
- **Design Review:** Evaluate creatives, application and feature designs, website layouts, etc., with a marketing perspective.
- **Email Marketing:** Plan, write, and review email content and use email marketing software to launch a campaign.
- **Customer Support:** Reply to common customer queries and marketing-related tickets in the Facebook Community and Support portal.
- **YouTube Channel Manager:** Review video and description, optimize video for search results, schedule and maintain publish calendar.

2. Company: TubeOnAI LLC

Position: Marketing Consultant (Part-time) **Duration:** January 2024– August 2024

- **Plan Marketing Campaigns:** Plan marketing campaigns and assign relevant tasks to people.
- **Influencer Marketing:** Onboard influencers with the given budget and make partnerships.
- **Email Marketing:** Plan, write, and review email content and use email marketing software to launch a campaign.

3. Company: TechPlus UK

Position: Content Writer (Part-time) **Duration:** November 2018–November 2019

- **Content Creation:** Research, write & publish high-quality, original content for diverse mediums such as blogs, articles, social media, website copy, and more.
- **SEO Optimization:** Apply SEO strategies to enhance content visibility and improve search engine rankings.
- **Editing and Proofreading:** Review and proofread blogs to ensure accuracy.
- **Staff Management:** Oversee and assign tasks to team members.

Education

Masters Of Social Science

University of Copenhagen - September 2024 Session

Subject: Economics

Result: Yet to publish

Bachelor of Social Science

National University of Bangladesh - 2015 – 2019 Session

Subject: Economics

Result: CGPA 2.95 (Out of 4)

Technical Skills

- **Word Processor:** MS Word, Google Docs.
- **Keyword Research:** SEMRush, Google Keyword Planner, Ahrefs.
- **Photo Editing & Creatives:** Canva, Adobe Photoshop, Figma.
- **Content Management:** WordPress, Shopify.
- **Video Editing:** Camtasia, Adobe Premiere Pro.
- **Data Analysis & Visualization:** MS Excel, Google Sheets, R, Stata
- **Presentation:** MS PowerPoint, Google Slides.
- **Email Marketing:** Mailchimp, FluentCRM, Instantly, GoZen Growth,
- **CRM:** Hubspot, Salesforce
- **Project Management:** ClickUp, Trello, Github
- **Communication & Team Management:** Slack

Soft Skills

Research Skills, Critical Thinking, Communication Skills, Problem-Solving, Time Management, Adaptability, Teamwork, Leadership, Attention to Detail, Conflict Resolution, Networking, Presentation Skills, Emotional Intelligence, Project Management, Organisation, and Creativity.

Certificates and Extra-curricular activities

- SEO Principles: An Essential Guide for Beginners, (August 2024)
- Professionalism and business communication from BITM, (August 2022)
- Content Marketing from HubSpot Academy, (April 2022)
- Representative in the Economics Club, Department of Economics, M. C. College, Sylhet.
- Captain of the Cricket Team - 56th Batch of Department of Economics, M. C. College, Sylhet. (Champion of 2018 & 2019).
- Captain of the Cricket Team - Tigers Cricket Academy (2015-2017)
- Member of M.C. College Theater and Hojoborolo Theater