RUBAIYAT ISLAM RAFAT

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PRESENTATION

https://drive.google.com/file/d/1TBGwywlfL3_9fRyxhnuknieOdt_kn4VO/view?usp=sharing

CAREER OBJECTIVE

A seasoned digital marketer, business analyst and data professional with diverse experience in helping organisations evolve from facts and figures to actionable insights. Hold a firm grasp of social media marketing, search engine optimisations, business analysis, problem solving, data visualisation & technical project management. Worked for more than 10 years in industries like higher education, news media, NGOs, and nonprofits. Designed, integrated, and launched many successful projects, campaigns and led digital transformations to harness business growth. Now exploring a challenging role in a highly progressive environment to harness sustainable business growth.

EDUCATION

University of Dhaka, Institute of Information Technology   *April 2010*
M.Sc. in Information Technology   CGPA: 3.90

Ahsanullah University of Science & Technology   *May 2005*
B.Sc. Engineering in Computer Science & Technology   CGPA: 3.56

WORK EXPERIENCE

SAMS Global Solutions Ltd.   September 2020 - Now
Product Specialist

· Plan, analyse, and manage the overall digital SaaS portfolio of the organisation to enhance the study abroad business operations for agencies across the world with more than 160 active B2B customers.
· Develop an intelligent SaaS platform with a data dashboard for the UK universities to analyse and monitor their international students' recruitment agencies and commission payments.
· Project received a business growth of 135% and already 3 UK universities on-boarded.

The British Council   July 2017 - November 2019
System Administrator, South Asia Digital Libraries

· Lead on managing more than 20 libraries' digital systems employed across the globe with e-commerce features to more than 80,000 active customers.
· Analyse and report on the progress of business readiness targets, business engagement & deployment activities and other important technical operational & productivity measures.
· Project received a business growth of 26% on memberships and 82% on digital memberships.

The British Council   August 2016 - January 2017
Global Digital Analytics Coordinator

· In my secondment, played the role of digital analytics and big data champion for the organisation.
· Aggregate business insights & data sources from different platforms and visualized them through PowerBI data dashboards for the top management to help them make better data-driven decisions.

· Optimise the organisation's digital offers by using quantitative research and empirical evidence.
· Teaching business increased ROI by 425% and optimised marketing expenses by 350% using the data.

The British Council   September 2013 - July 2017
Digital Delivery Manger, Bangladesh

· Plan, lead and support in the process of instilling a digital culture into the organisation.
· Implement a sustainable digital strategy that results in tangible business growth.
· Promote digital products and engage with larger local audiences through digital platforms.
· Gained 1,500% social media growth and 685% organic web traffic growth within 2 years.

The Daily Star   June 2011 - August 2013
Web Programmer, Bangladesh

· Responsible for developing and designing a newspaper site with a holistic editorial content management system for the newsroom.
· Develop native smart-phone apps for mobile consumers to increase digital readerships.

CERTIFICATIONS & TRAININGS

The Chartered Institute of Marketing, UK   *January 2014*
CIM Digital Marketing Masterclass   14 CPD Hours

Project Management Institute, USA   *March 2019*
Official Project Management Professional (PMP) Education   35 PDU Hours

Digital Garage by Google, The Open University & IAB Europe *January 2018*
The Fundamentals of Digital Marketing   40 CPD Hours

The British Council, UK   *April-June 2017*
Interpersonal Communication Skill   12 CPD Hours
Problem Solving and Decision Making   6 CPD Hours

HubSpot, USA   *February 2018-2021*
Content Marketing Certified   ID: 15-2045921-1549779295229
Email Marketing Certified   ID: B280527B756743AA96E209CCEC90F320

Google, USA   *February 2019-2020*
Google Analytics Individual Qualification   ID: 28183957
Google Ads Fundamentals   ID: 28182388
Google Ads Search Certification   ID: 28183914

Datacamp, USA   *June 2019*
Intro to SQL for Data Science   ID: 9977025
Intro to Python for Data Science   ID: 9957125

SEMrush, USA   *February 2019-2020*
SEO Fundamentals Exam   ID: c01cef071e4af41
Technical SEO Exam   ID: 2168749bb3ce19d
PPC Fundamentals Exam   ID: 517aebac73850a6
SEMrush SEO Toolkit Exam   ID: e0bb00348ae52f1

PERSONAL TRAITS

IELTS Overall Score 7.5. CEFR Level C1.

Became the 2nd Runner-Up in the Financial Inclusion Data Hackathon 2019 organised by UNCDF

Joined the Data Science Hackathon named Robi Datathon 2019 organised by the Axiata Group

Completed Advanced Social Media Training with Distinction delivered by RazorSocial on 2016

Global Social Media Advocate and Influencer, ISACA 2019, 2020

Member of PMI and ISACA since 2018

TECHNICAL STRENGTHS

Data Visualisation	Power BI, Google Data Studio
Productivity & Tools	Google Workspace, Slack
Programming Language	PHP, Python, C, C++, Javascript
Analytics	Google Analytics, Google Tag Manager, Woorank, Webtrends
Paid Marketing	Google Ads Manager, Facebook Ads Manager
A/B Testing	Optimizely, Google Optimize
Social Media	Hootsuite, SproutSocial, AgoraPulse
Search Engine Optimization	Google Search Console, SEMrush, ahrefs, Moz
Application Framework	WordPress, Codeigniter, Koha
Database Management	MySQL/MariaDB, PostgreSQL, NoSQL
Big Data Platform	Apache Spark, Apache Hadoop
Cloud Platform	AWS, GCP
Machine Learning	Pandas, Scikit Learn, Keras, TensorFlow, Matplotlib
Project Management Tools	Trello, Jira, Basecamp, GitHub, Bugzilla