



Miraz Ahmad Sazim

IT & Digital Marketing

Contact

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[Bold Profile](#)

Skills

Key Skills

Digital Marketing & E-Commerce

Google Ads • Meta Ads •
Tiktok Ads • LinkedIn Ads •
SEO • PPC • Performance
Marketing

Daraz & Alibaba Seller
Center • B2B/B2C Sales •

IT Specialist & Digital Marketing with expertise in Google Ads, Meta Ads, LinkedIn Ads, video marketing, and email campaigns. Skilled in e-commerce optimization, audience targeting, and ROI-driven strategies. Proficient in web development (HTML, CSS, JavaScript, WordPress) with a focus on responsive design and UI/UX. Strong IT support background, including ERP/CRM management, networking, system maintenance, and MySQL basics.

Work History

2025-09 -
Current

Senior Executive IT & Digital Marketing

Deen Group, H-C.E.S(F), 11-B (2nd Floor), Road-130, Gulshan -1

- Managed IT infrastructure including hardware, software, network, website, domain, and hosting
- Maintained fingerprint attendance systems and CCTV camera installation & monitoring
- Planned and executed digital marketing campaigns on Facebook, Google, and YouTube
- Handled lead generation, SEO, conversion tracking, and performance reporting
- Supervised LED billboard installation and regular maintenance
- Coordinated banner, festoon, and promotional material production from printing press
- Managed vendors, branding activities, and internal software (ERP/CRM) support

2024-11 -
2025-09

Lead Digital Marketing & E Commerce Executive

HMBR Tools & Chemicals Ltd., HQ: Mirer Bazar, Holding # 13, Road # 1, Ward # 40

- Managed Google Ads, Meta Ads, and LinkedIn Ads to drive targeted traffic and maximize ROI.
- Oversaw e-commerce websites and Daraz Seller Center operations (uploads, pricing, stock, campaigns).
- Executed **Mailchimp email campaigns** with segmentation, automation, and A/B testing.
- Developed keyword tracking dashboards and implemented performance-driven marketing strategies.

Inventory & Vendor
Management

Email Marketing (Mailchimp)
• Automation •
Segmentation • Social
Media Marketing

Web Development & Design

HTML • CSS • JavaScript •
WordPress • Shopify •
Responsive Design • UI/UX •
Website Optimization

Data & Analytics

Google Analytics (GA4) •
Data Analysis • Dashboards
• Reporting • Trend Analysis
• Python Analysis

Tools & Software

ERP/CRM Systems •
Microsoft Office (Excel,
PowerPoint, Word) • Power
Bi • SEMrush • Looker Studio

Core Strengths

Teamwork •
Communication • Problem
Solving • Creative Thinking •
Project Coordination

Languages

Bengali, English:



2021-06 -
2024-11

ECommerce Executive,Digital Marketing
& IT Support

Mailtank Group, House-15,Road-04, Uttara Dhaka
1230

- Managed **Alibaba Seller Center** and B2B platforms for product listings, lead generation, and sales growth.
- Handled **Daraz Seller Center** operations, RFQs, orders, and logistics coordination.
- Streamlined ERP and CRM processes to improve operations and customer relationship management.
- Ran paid campaigns (Google Ads, Meta Ads, LinkedIn Ads) and boosted sales through optimized listings.
- Computer Networking (Basic Troubleshooting, LAN/WAN, IP Setup), Hardware and Software Installation, System Maintenance, IT Support, Database Management (MySQL Basics), and Cloud Tools. Cybersecurity Awareness, Backup & Data Recovery Practices.

2020-05 -
2021-05

Junior Executive

Daraz Bangladesh, Asfia Tower, House # 76, Road
#1 Dhaka, Bangladesh

- Managed vendor relationships to maintain optimal stock levels, and negotiated favorable terms that supported cost efficiency.
- Coordinated with **third-party partners** to execute promotional activities, ensuring seamless campaign implementation.
- Boosted online sales performance by implementing data-driven marketing strategies, and optimizing product listings for maximum visibility.

Education

2025-09

MBA: Marketing

Independent University, Bangladesh - Plot 16, Block
B, Aftabuddin Ahmed Road Bashundha

- Master of Business Administration (MBA)
- CGPA-3.25

2023-12

Bachelor of Science: Computer Science & Engineering

Southeast University (SEU) - 252, Tejgaon Industrial Area, Dhaka-1208, Dhaka

- B.Sc In Computer Science Engineering (CSE)
- 3.19 CGPA

Creative Thinking

I love blending creativity with strategy—whether it's designing an ad campaign, building a landing page. I believe innovation comes from thinking differently and pushing boundaries.