

Al Amin

Digital Marketing Specialist, Web Designer, and SEO

Contact:

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Career Summary:

Highly motivated and results-driven Digital Marketing Specialist with extensive experience in web design and SEO. Equipped with a diverse skill set acquired through comprehensive education and hands-on work experience. Proven track record of empowering small businesses through innovative digital marketing strategies. Committed to achieving organizational goals and fostering growth in the ever-evolving digital landscape.

Education:

1. Social Media Marketing Specialization, **Northwestern University**, January 5, 2023 – March 29, 2024 (Online Course)
2. Digital Marketing Strategy and Planning Specialization, **Digital Marketing Institute**, June 23, 2023 - August 23, 2023 (Online Course)
3. Responsive Website Design Specialization, **Goldsmiths, University of London**, April 8, 2023 - August 8, 2023 (Online Course)
4. Google Digital Marketing & E-commerce Professional Certificate, **Google Career Certificates**, December 4, 2022 - August 4, 2023 (Online Course)
5. Search Engine Optimization (SEO) Specialization, **University of California, Davis**, September 2, 2021 - February 2, 2022 (Online Course)
6. Digital Marketing Specialization, **University of Illinois Urbana-Champaign**, September 24, 2021 - January 24, 2022 (Online Course)
7. Meta Social Media Marketing Professional Certificate, **Meta Blueprint**, June 20, 2021 - January 20, 2022 (Online Course)
8. Diploma in Business Administration, **Alison - Free Empowerment Platform**, June 4, 2021 - December 1, 2021 (Online Course)
9. Front Office & Secretarial Operations Specialization, **National Hotel & Tourism Training Institute (NHTTI)**, October 24, 2016 - February 22, 2017
10. Higher Secondary School Certificate (HSC), **Chowmuhani Gov't S.A. College, Noakhali**, March 5, 2012 - April 14, 2014

Work Experience:

CEO and Chairman of Hasty Rank Ltd., Bangladesh

20th April 2019 – Present

- Led efforts to empower small businesses in Bangladesh through cutting-edge digital marketing and website design services.
- Set and executed strategic plans to achieve the company's mission by 2030.

Super Host – Airbnb, Inc.

1st October 2018 - 30th March 2019

1. **Property Management:** Oversaw 31 listings, ensuring cleanliness and comfort.
2. **Guest Communication:** Provided clear information and addressed inquiries promptly.
3. **Hospitality Services:** Delivered personalized experiences and local recommendations.
4. **Booking Management:** Managed bookings, pricing, transactions, and records.
5. **Feedback Management:** Actively addressed guest feedback for high ratings.
6. **Regulatory Compliance:** Ensured adherence to regulations and safety standards.

Reservation Executive at Long Beach Hotel, Cox's Bazar

10th April 2017 to 21st September 2018

1. **Reservation Management:** Handled bookings via phone, email, and online, ensuring accuracy.
2. **Customer Service:** Provided detailed assistance and information to guests.
3. **Sales and Promotion:** Implemented digital marketing strategies and contributed to campaigns.
4. **Digital Engagement:** Managed online systems and responded to reviews.
5. **Collaboration:** Worked with the sales team, gaining digital marketing skills.
6. **Revenue Management:** Assisted in revenue management strategies and trend analysis.

Skills:

- Digital Marketing Strategy
- Search Engine Optimization (SEO)
- Social Media Marketing
- Website Design (Responsive)
- E-commerce Management
- Google Analytics
- Content Management Systems (CMS)
- Email Marketing
- Sales and Marketing
- Customer Relationship Management (CRM)