

Mahbubul Alam

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Professional Summary

An innovative Creative Director with extensive experience in graphic design, video editing, branding, and Digital Marketing. Adept at leading creative teams to deliver high-quality visual content across multiple platforms. Highly skilled in utilizing Adobe Creative Suite and various project management tools to produce engaging visuals that drive business growth. Proven track record in executing effective marketing strategies and maintaining a strong data-driven web and social media presence. Known for creativity, storytelling, and adaptability, with strong experience in using AI tools to speed up workflows, generate insights, and enhance design and marketing results.

Key Skills

- Design & Creative:** Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro, Dimension), Figma, Motion Graphics, Branding Systems (brand guidelines, typography, color psychology of graphics design), 2D & 3D Visuals.
- Digital Marketing & Analytics:** Meta/Facebook Ads, Google Ads, LinkedIn & TikTok Ads, SEO, GEO Targeting, Marketing Analytics (Google Analytics 4, Server-Side Tracking, Google Tag Manager), Marketing Automation (HubSpot, Mailchimp), CRO & A/B Testing (Optimizely, Hotjar).
- Web & Technical:** HTML, CSS, WordPress, Wix, Shopify, cPanel/hPanel, Web Management.
- Business Development & Strategy:** Sales Tools (Zoho People, Hubspot/Zoho CRM), ROI/ROAS Analysis, Budgeting & Cost Optimization.
- Professional Strengths:** Creative Problem-Solving, Team Leadership, Storytelling, Negotiation & Presentation Skills, Adaptability & Continuous Learning
- AI-Assisted Creativity & Workflow Optimization (MidJourney, ChatGPT, Freepik, Canva AI, Ads AI tools)

Work Experiences

Business Development

Shohag Group (Logistics & Security)

May 2024 – Present

Uttara, Dhaka

- Planned and managed paid ad campaigns on Meta and Google, driving significant traffic growth across web, social, and Google My Business.
- Captured leads and coordinated with operations teams to support client acquisition and revenue growth.
- Improved online presence by developing data-driven strategies for content, SEO, and audience targeting.

Creative Director

User Choice Ltd.

Jan 2023 – April 2024

Uttara, Dhaka

- Led a core team of 4 and managed 6–12 additional creatives, models, and freelancers per project.
- Designed and executed daily ad campaigns generating **15–35 qualified leads per telemarketer** (7-member sales team).
- Improved lead-to-sales conversion by optimizing ad strategy and content quality.
- Produced branding and promotional content for **B2B garment clients and media houses**, ensuring measurable ROI.

Senior Visualizer | Designer
Shopbunny Ltd. Part Time / Remote

March 2023 – Aug 2023
Uttara, Dhaka

- Created and managed social media content, growing **brand visibility and engagement across multiple platforms**.
- Designed campaigns that successfully boosted online sales, including a **viral beauty product launch**.
- Collaborated with marketing to align visuals with brand identity, ensuring consistency across web and digital channels.

Designer & IT Expert
Sadia Tours & Travel Ltd.

Sept 2021 – Dec 2022
Baridhara, Dhaka

- Managed visa processing, purchased and managed air tickets.
- Managed company website and social media channels, generating **steady inbound leads and client inquiries**.
- Designed promotional graphics and videos that helped attract new customers.
- Applied third-party tools to improve efficiency in digital marketing and IT support.

Achievements

- Generated **100+ qualified leads daily** for a 7-member telemarketing team at User Choice Ltd., improving overall **sales conversion rates by 20%**.
- Successfully launched multiple high-performing ad campaigns that delivered measurable ROI for **garment B2B and media clients**.
- Designed a **viral beauty product campaign** at Shopbunny Ltd., resulting in a significant spike in brand engagement and online sales.
- Boosted **social media followers and engagement rates** across multiple platforms by producing creative, brand-aligned visuals and marketing strategies.
- Strengthened Shohag Group’s online presence through **Meta and Google Ads, SEO strategies**, and improved **Google My Business visibility**, leading to a marked increase in leads and client inquiries.
- Consistently delivered high-quality branding, graphics, and promotional content that elevated client reputation in competitive industries.

Education

BBA (Accounting) Tongi Government College	2023 CGPA: 2.83/4.00
HSC Palashihata M.L. High School & College	2019 GPA: 3.83/5.00
SSC Palashihata M.L. High School & College	2017 GPA: 4.00/5.00

Certifications & Courses

Advanced Facebook Advertising LinkedIn	2025 Passed
Project Management for Creative Projects LinkedIn, PMI	2025 Passed
Graphics Design LEDP	2018 Passed
Database Programming (Basic) Practical Board of Bangladesh	2017 Grade: A+

Languages

- Bengali: Native
- English: Fluent
- Hindi : Conversational