

MD. SOBAHAN HASAN SAIKAT

DIGITAL MARKETER

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SUMMARY

Results-driven Digital Marketing and Multimedia Professional with hands-on experience in social media marketing, paid advertising, content creation. Skilled in executing ad campaigns, designing high-converting creatives, and managing digital platforms to drive engagement and lead generation.

PROFESSIONAL SKILLS

- Client Communication & Customer Handling
- Campaign Planning & Execution
- Time Management & Multitasking

TECHNICAL SKILLS

- Digital Advertising & Campaign Management
- SEO & Social Media Marketing
- Content Creation & Tools

PROFESSIONAL EXPERIENCE

MULTIMEDIA DESIGNER, FARSIGHT

May 2025 - Present

- Designed high-quality graphics and video content for digital campaigns using Canva & Photoshop, including creatives for Meta Ads (Facebook & Instagram)
- Created compelling ad copies and marketing content to drive lead generation and engagement
- Managed, optimized, and collaborated on ad creatives with the marketing team to improve overall campaign performance.

DIGITAL MARKETING SKILLS

Apr 2024 - Present

- Executed paid advertising campaigns (Facebook, Instagram, Google, LinkedIn) with lead generation and conversion strategies
- Managed social media marketing with content creation, copywriting, and campaign execution
- Utilized tools and techniques like Facebook Ads Manager & Pixel (retargeting), basic SEO, email & WhatsApp marketing, and performance tracking with data analysis

PROJECTS

- **Social Media Advertising Campaign:** Executed Facebook & Instagram ads with lead generation and retargeting strategies
- **Multimedia Content Creation:** Designed ad creatives and edited videos using Canva & Photoshop
- **Social Media Management:** Managed content, engagement and growth strategies across platforms

EDUCATION

B.Sc. in Computer Science & Engineering

May 2023 - Apr 2027

American International University-Bangladesh

- Relevant Coursework: Process Design, Project Management, Database Systems, OOP, Data Analysis

ADDITIONAL INFORMATION

- **Languages:** English, Bangla.
- **Certifications:** Advanced Digital Marketing Level 1 & Level 2 (Online), Future IT Ref: 222810 / 30180
- **Training/Activities:** IT Essentials (2023), Creative Content Design Techniques (2024), Introduction to Digital Marketing (2024)