

Contact

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Top Skills

Product Marketing
Consumer Behavior
Communication

Languages

English (Limited Working)
Bangla (Native or Bilingual)

Certifications

Retail Sales Level : 1
Digital Marketing
Cadetship
Google Adsense
E-Banijjo Training

Saiful Islam Rokan

Social Media and SEO Expert | Boosting Online Visibility,
Engagement, and Conversions for Businesses
Chattogram, Chattogram, Bangladesh

Summary

Hello, my name is Saiful Islam Rokan and I am a Digital Marketer currently working as a CRM at Cursor Limited.

I have completed a number of courses in digital marketing, including studies in search engine optimization (SEO), social media marketing, Email Marketing, and WordPress customization. These courses have equipped me with the knowledge and skills necessary to effectively promote businesses online and drive traffic, engagement, and conversions.

In my current role at Cursor Limited, I am responsible for managing the company's customer relationships and ensuring that our clients are satisfied with our services. This involves working closely with our sales and marketing teams to develop and implement strategies that drive business growth and customer loyalty.

I am a versatile and adaptable digital marketer, with a strong ability to learn and apply new technologies and strategies. I am also a strong communicator and believe in building long-term, collaborative relationships with my clients.

If you are looking for a digital marketer with experience in CRM, please don't hesitate to contact me. I would be happy to discuss how I can help your business succeed.

Experience

Cursor Limited
Assistant Admin
June 2022 - Present (10 months)
Chattogram, Bangladesh

As a Customer Relationship Officer and Assistant Admin at Cursor Limited, I am responsible for maintaining strong relationships with clients and ensuring

their needs are met in a timely and efficient manner. My duties include managing customer inquiries and complaints, providing support and advice on products and services, and working with cross-functional teams to resolve customer issues.

I also assist with administrative tasks and support the smooth running of the company. This includes managing office operations, scheduling appointments, and organizing and maintaining company records.

My excellent communication and interpersonal skills have allowed me to build strong relationships with customers, helping to increase customer satisfaction and loyalty. My attention to detail and ability to multitask effectively have made me a valuable asset to the Cursor Limited team.

Through my role at Cursor Limited, I have gained a comprehensive understanding of the software development industry and developed a strong foundation in customer service, administration, and relationship management.

RN Pharmaceutical Limited

Marketing Promotion Officer

January 2018 - June 2022 (4 years 6 months)

Chattogram, Bangladesh

As a Marketing Promotion Officer at RN Pharmaceutical Limited, I was responsible for promoting and marketing the company's products to healthcare professionals, patients, and the general public. My duties included developing and implementing marketing strategies, conducting market research, managing campaigns and events, and collaborating with cross-functional teams to drive sales and brand awareness.

I was also tasked with creating and managing content for various channels, including digital platforms, print media, and sales collaterals. I used my excellent communication and interpersonal skills to build strong relationships with key stakeholders and to ensure that marketing initiatives were aligned with the company's overall goals and objectives.

Through my efforts, I was able to increase brand recognition and customer engagement, resulting in improved sales and customer loyalty. My experience at RN Pharmaceutical Limited has given me a comprehensive understanding of the pharmaceutical industry and a strong foundation in marketing, which will be valuable in future endeavors.

Education

National University | Bangladesh

Hon's, Economics · (2018 - 2022)

Gachbaria Govt. College

Intermediate · (2015 - 2016)