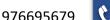# H.M JUL IKRAM
IT GRADUATE

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Looking for a challenging role in a growing organization to explore my knowledge gained at Jahangirnagar University in the last four years through my academic and extra curricular activities. Passionate about learning data driven digital marketing concepts and possess the ability to handle work pressure and customer issues professionally.

EDUCATION

Bachelor of Science in Information Technology	Higher Secondary School Certificate	Secondary School Certificate
Jahangirnagar University, Savar	Dhaka Residential Model College	Dhaka Residential Model College
CGPA: **3.32/4.00**	GPA: **5.00/5.00**	GPA: **5.00/5.00**
2018-2023	2015- 2017	2013- 2015

CERTIFICATION

- Programming Hero Web Development Course from Jhankar Mahbub.
- Process Data from Dirty to Clean- Google, Coursera.
- Digital Marketing Course – Google Garage

ACHIEVEMENTS

- Runner Up in Inter College Sudoku Competition- 2016 (DRMC Science Fest)
- Champion in Innopreneurs (Intra University Idea Competition) – 2018
- Got Merit Scholarship 2018 for securing 18th position in the entrance exam of IIT-JU

ACADEMIC SKILLS	SOFT SKILLS	COMPUTER SKILLS
C & C++	Adaptability	MS Office
HTML, CSS, JavaScript	Analytical ability	Adobe Illustrator
Python	Problem Solving	Figma
Web Development	Communication	WordPress

VOLUNTEER WORK

- **Co-Founder| February 2019 – Present | School of Mind Light, Dhaka**
This is the first online school for the persons with disabilities in Bangladesh.
- **Fund Raiser| April 2022 – Present | Zogaan, Dhaka**
Zogaan is a charity Foundation which works for the homeless people.

PROFESSIONAL EXPERIENCE

Business Development Executive| March 2023 – Present
Arotdar, Dhaka
Arotdar is a mother Concern of Beacon Academy Bangladesh & Tulip Creative House alongside having own operation as an E-commerce.
- Market Expansion Strategy:
  - Data-driven market analysis: Identify growth areas by analyzing market trends and customer behavior.
  - Strategic partnerships: Use data insights to forge partnerships aligning with company goals.
- Client Relationship Management:
  - Personalized engagement: Leverage CRM data for tailored client interactions and improved retention.
  - KPI tracking: Monitor acquisition rates and satisfaction metrics for better client management.
- Sales Pipeline Optimization:
  - Data-backed decisions: Analyze sales data to refine strategies and predict trends.
  - Forecasting and planning: Use analytics for setting achievable sales targets and actionable plans.

Business Development | August 2021– July 2022

Technite, Ignite Youth Foundation, Dhaka
Technite is a sister Concern of The Ignite Youth Foundation. They provide comprehensive IT services.
- I led the drive of Ignite Youth foundation to win Joy Bangla Youth Award 2020.
- Every Digital Content of both Technite and Ignite Youth Foundation was produced and led by me.
- Designed, Implemented and optimized retargeting ads using Facebook and AdWords to improve customer conversion up to 270%.
- Implemented an A/B testing framework for SEO purposes for all content, which incrementally improved the rank for targeted keywords by 29%.

Digital Marketing Executive | April 2020 – June 2021
Atish Dipankar University of Science & Technology, Dhaka
ADUST was established in 2004 with the sole aim of spreading and disseminating higher education in Bangladesh
- Directed the launch of new campaigns both online and offline to get more admission in 20-21 session.
- Built out a culture of Robust Data Collection and A/B Testing to iteratively improve campaign performance, leading to an average improvement of 35% from campaign start to end.
- Supervised a team of 7 consisting 3 Digital Marketer, 2 Outbound Marketer and 2 Graphics expert to excel the admission target for year 2020-2021.
- With my sole effort brought Facebook blue badge verification to ADUST Facebook Page.

EXTRA CURRICULAR ACTIVITIES

General Secretary| October 2021 – October 2022
E-Business & Entrepreneurship Club, Jahangirnagar University
- Organized National Level Program Target Infinity 2.0
- Led the secretaires in organizing Intra University Case Competition named Casemaze.

Vice Chair| April 2021 – April 2022 | **IEEE CS Jahangirnagar University Student Branch**
- Organized a free course of App Development with people from top IT houses of Bangladesh**.**
- Our CS was awarded best CS in Bangladesh during my reign as Vice Chair.

Head of Operations | May 2021 – May 2022 |**Hult Prize on Campus, Jahangirnagar University**
- Organized Hult Prize 2022 with sponsorship of Mentors

Point Guard |Captain| IIT Basketball Team | 2018 - Present
- Led the team to the finals and won the Fair Play Award of Inter Dept. Basketball Championship 2023.

REFERENCES

- Dr. M Shamim Kaiser
  mskaiser@juniv.edu
  Professor, IIT, Jahangirnagar University

- Dr. Shamim Al Mamun
  shamim@juniv.edu
  Professor, IIT, Jahangirnagar University