MD MEHEDI HASAN

Marketing Leader | Digital Marketing Specialist | Web Developer
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PROFESSIONAL SUMMARY

I am a digital marketer and web developer with over 5 years of experience helping businesses grow their online presence. I build responsive websites that not only look good but also help attract the right audience. From running digital marketing campaigns to improving SEO performance, I combine creativity and technical skills to help businesses reach their goals. My focus is on creating meaningful digital experiences that connect people and deliver real results.

PROFESSIONAL HIGHLIGHTS

- Combine digital marketing strategies with web development to create effective campaigns and user-friendly websites.
- Use audience insights and campaign performance data to improve customer engagement and make informed decisions.
- Passionate about building digital products, growing online brand visibility, and using modern web technologies.

PROFESSIONAL EXPERIENCE

Head of Marketing Manager

Move X Health Company | September 2022 - May 2025

- Plan and execute digital marketing strategies to boost brand awareness and overall engagement.
- Oversee SEO, paid advertising, and social media content planning across various channels.
- Analyze marketing data and campaign performance to optimize reach and advertising costs.

Managing Director

Hopenity | January 2020 - September 2026

- Direct the company's overall strategy, focusing on sustainable and long-term business growth.
- Manage daily operations, business planning, and essential financial management processes.
- Build and lead cross-functional teams to drive innovation and continuous operational improvement.

Digital Marketing Specialist & Web Developer

Softollyo Company | April 2021 - February 2023

- Managed Google Ads and Facebook Ads to increase website traffic and generate quality leads.
- Developed responsive web applications using React and Next.js for better overall performance.
- Improved user interfaces and successfully integrated APIs to build reliable web solutions.

CORE SKILLS

- Digital Marketing Strategy & Campaign Management
- SEO, Website Optimization & Social Media Marketing
- Google Ads, Facebook Ads & Campaign Analysis

- Web Development (React, Next.js) & API Integration
- Video Editing, Brand Management & Research

TRAINING & CERTIFICATIONS

- Digital Marketing Certification - Webcoder-It
- Web Development Certification - Programming Hero
- Computer Office Application - 6 Month Training (2021), Result: A+, Board: Cumilla (Major Topics: MS Word, Excel, Access, PowerPoint, Browsing)

EDUCATION

- Bachelor of Business Studies (BBS) - 2nd Year - Currently Studying
- Higher Secondary Certificate (HSC) - Completed 2022
- Secondary School Certificate (SSC) - Completed 2020

LANGUAGES

- Bengali - Native
- English - Professional Working Proficiency
- Hindi - Conversational