

CURRICULUM VITAE

Abdul Hannan

Graphics, Web, Digital Marketing Specialist

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WORK EXPERIENCE:

5 Years (2020-2024) of Professional Experience. Skilled in Microsoft Office Programs, Web Design and WordPress, Graphics Design, Digital Marketing, and Motion Graphics. Experience includes working with Fiverr, Upwork, local and international clients, and serving as a Web & Graphics Design Trainer, delivering high-quality, result-oriented solutions.

1. **Saas Infinity, Coventry-United Kingdom**

Address: 3 The Quadrant, Warwick Rd, Coventry CV1 2DY, United Kingdom

Profession: Graphics Designer & Web Designer & Digital Marketing

Working Period: April 2022 – Present

Google Details: [https://www.google.com/search?q=Saas Infinity](https://www.google.com/search?q=Saas+Infinity)

Email: hr@saasinfinity.co.uk Website: <https://saasinfinity.co.uk/>

Duties:

- ❖ **Creative Design & Branding:** Develop visually compelling graphics, branding materials, logos, social media creatives, and promotional assets aligned with the company's marketing objectives.
- ❖ **Website Design:** Design and maintain responsive, SEO-friendly websites using platforms such as WordPress, HTML, CSS, ensuring smooth navigation and modern user experiences.
- ❖ **Digital Marketing Execution:** Plan and implement digital marketing campaigns across multiple channels including Google Ads, Facebook, Instagram, and LinkedIn to boost brand awareness and generate leads.
- ❖ **Content Creation & Optimization:** Create engaging visual and written content for websites and social platforms, ensuring alignment with SEO and content-marketing strategies.
- ❖ **Social Media Management:** Design, schedule, and monitor social media posts, track engagement metrics, and optimize performance to increase audience reach and brand visibility.
- ❖ **Client Collaboration:** Communicate with clients to understand their brand identity, project goals, and feedback, and deliver customized design and marketing solutions.
- ❖ **Performance Analytics:** Monitor website traffic, campaign effectiveness, and conversion data using tools such as **Google Analytics** and **Meta Business Suite**, preparing periodic performance reports.
- ❖ **UI/UX Enhancement:** Conduct user testing and apply design improvements for optimal user interaction and experience.
- ❖ **Team Coordination & Support:** Collaborate with content writers, developers, and marketing teams to ensure brand consistency and timely project delivery.
- ❖ **Continuous Learning & Innovation:** Stay up-to-date with the latest design tools, web technologies, and digital marketing trends to keep all creative outputs innovative and competitive.

2. **Noor Al Sahab, Dubai**

Profession: Graphics Designer & Website Specialist & Digital Marketer(Remotely)

Working Period: February 2022 – Present(weekly 4-10 hours)

Google Details: <https://www.google.com/search?q=noor+al+sahab>

Email: contact@nooralsahab.com Website: <https://www.nooralsahab.com/>

Duties:

- ❖ **Website Design and Maintenance:** Develop, design, and maintain the company's website to ensure optimal functionality, user experience, and visual appeal.

- ❖ **Graphics Design:** Create high-quality visuals, including logos, banners, brochures, and social media graphics, aligned with the brand's identity and marketing goals.
- ❖ **Digital Marketing Campaigns:** Plan, execute, and monitor digital marketing strategies across platforms such as Google Ads, Facebook, and Instagram to boost brand visibility and lead generation.
- ❖ **Content Management:** Update website content, including blogs, product descriptions, and multimedia, to keep it fresh, engaging, and optimized for SEO.
- ❖ **SEO and Analytics:** Optimize websites for search engines and track performance metrics using tools like Google Analytics to improve rankings and drive traffic.
- ❖ **Social Media Management:** Design and schedule posts, manage campaigns, and engage with followers to strengthen the brand's presence on social media platforms.

3. **Chowdhury International Company, Dhaka**

Profession: Graphics Designer & Website Specialist & Digital Marketer(Remotely)

Working Period: February 2022 – Present (weekly 4-10 hours)

Google Details: <https://www.google.com/search?q=chowdhury+international+consultancy>

Email: info@chowdhuryinternationalbd.com Website: <https://chowdhuryinternationalbd.com/>

Duties:

- ❖ **Graphics Design for Travel Promotions:** Create visually appealing flyers, brochures, and social media graphics to promote travel packages, holiday deals, and special offers.
- ❖ **Content Updates:** Regularly update the company's website with fresh content, such as travel itineraries, destination highlights, and promotional banners.
- ❖ **Search Engine Optimization (SEO):** Optimize website content to improve visibility on search engines, focusing on travel-related keywords and enhancing organic traffic.
- ❖ **Social Media Marketing:** Design and manage engaging social media campaigns showcasing destinations, travel tips, and customer testimonials to drive inquiries and bookings.
- ❖ **Digital Advertising:** Plan and execute digital marketing campaigns, including Google Ads and social media ads, to attract potential travelers and boost online visibility.
- ❖ **Email Campaign Management:** Create and distribute email newsletters featuring exclusive travel deals, seasonal promotions, and destination highlights to engage with the customer base.
- ❖ **Performance Analysis:** Track and analyze the performance of digital campaigns using tools like Google Analytics and social media insights to refine strategies and improve ROI.

4. **B2B Education, Feni**

Profession: Graphics Designer & Website Specialist & Digital Marketer(Remotely)

Working Period: February 2022 – Present (weekly 4-10 hours)

Google Details: <https://www.google.com/search?q=Btob+Education>

Email: info@btobeducationbd.com Website: <https://www.btobeducationbd.com>

Duties:

- ❖ **Design Marketing Materials:** Create brochures, banners, and promotional graphics to advertise IELTS coaching programs, student visa services, and work visa consultancy.
- ❖ **Website Content Updates:** Regularly update the website with new course schedules, success stories, visa updates, and relevant information for prospective students and clients.
- ❖ **Social Media Campaigns:** Plan and execute social media campaigns highlighting coaching success rates, visa approvals, and special offers to attract new clients.
- ❖ **Lead Generation:** Use targeted digital marketing strategies, including Google Ads and Facebook campaigns, to generate leads for IELTS coaching and visa consultation services.
- ❖ **Client Engagement and Communication:** Design and distribute email newsletters to inform students and clients about upcoming seminars, workshops, and important visa updates.

5. **Upwork Marketplace, International**

Profession: Graphics Designer & Web Developer & Digital Marketer

Working Period: February 2021 – Present

Upwork Account: <https://www.upwork.com/freelancers/abdulhannan56>

Duties:

- ❖ **Custom Graphics Creation:** Design professional logos, banners, infographics, and marketing materials tailored to the unique needs of diverse international clients.
- ❖ **Website Development:** Build and customize websites using platforms like WordPress, or custom HTML/CSS, ensuring responsive and user-friendly designs.

- ❖ **Digital Marketing Campaigns:** Develop and execute SEO strategies, Google Ads campaigns, and social media marketing plans to boost client visibility and brand recognition.
- ❖ **Client Communication:** Collaborate with clients to understand their project requirements, provide progress updates, and deliver high-quality solutions that meet deadlines.
- ❖ **Portfolio and Proposals:** Maintain an updated professional portfolio on Upwork and craft compelling project proposals to attract new clients and expand your client base.

6. **Fiverr Marketplace, International**

Profession: Graphics Designer & Web Developer & Digital Marketer

Working Period: February 2021 – Not Regular

Fiverr Account: <https://fiverr.com/hannanshakib>

Duties:

- ❖ **Custom Graphic Design:** Deliver tailored graphic solutions, such as logos, banners, brochures, and social media posts, ensuring they align with the client's brand and vision.
- ❖ **Website Design and Development:** Create functional, responsive websites and landing pages for clients, optimizing them for user experience and compatibility across devices.
- ❖ **Digital Marketing Services:** Develop and implement SEO strategies, social media marketing campaigns, and email marketing plans to help clients enhance their online presence and achieve their goals.
- ❖ **Client-Centric Solutions:** Collaborate closely with clients to understand their unique needs, propose suitable strategies, and deliver high-quality results within the agreed timeline.
- ❖ **Performance Monitoring and Feedback:** Analyse the effectiveness of delivered services, provide clients with detailed reports, and offer recommendations for future improvements.

CERTIFICATE OF SKILLS:

1. **Codemanbd, Dhaka**

Profession: Wordpress & -Commerce

Training Period: February 2021 – December 2021

Google Details: <https://www.google.com/search?q=codemanbd>

Website: <https://codemanbd.com/>

Batch 82 Facebook private group link: <https://web.facebook.com/groups/408570776839975>

2. **Soft-tech it, Dhaka**

Profession: Wordpress Theme Development

Training Period: February 2020 – December 2021

Google Details: <https://www.google.com/search?q=SoftTech-IT+Institute>

Website: <http://softtech-it.com/>

Online Batch Facebook private group link: <https://web.facebook.com/groups/1672074226412535/>

3. **Tanvir Academy, Dhaka**

Profession: Ms Office Basic to Advanced (Word, Excel,Powerpoint)

Training Period: February 2020 – December 2021

Google Details: <https://www.google.com/search?q=tanvir+academy>

Website: <https://www.tanviracademy.com/>

Batch 07 Facebook private group link: <https://web.facebook.com/groups/395170741639823>

4. **LEDP, Government**

Profession: Web Design & Development

Training Period: November 2020 – December 2020

Google Details: <https://www.google.com/search?q=ledp+government>

Website: <http://ledp.ictd.gov.bd/>

LEDP Lot 10 Facebook Page: <https://web.facebook.com/LedpLot10>

5. **Twainsoft Training, Feni**

Google Details: <https://www.google.com/search?q=Twainsoft+Technology>

Website: <http://www.twainsoft.com/>

Batch: 144 & 146: (2 Courses Combo) Graphics Design, Web Design & Wordpress

Training Period: December 2018 – December 2020

Batch 144 Facebook private group link: <https://web.facebook.com/groups/323735618477342>

Batch 146 Facebook private group link: <https://web.facebook.com/groups/289070491746917>

EXPERTISE WITH TOOLS

Microsoft Office

- MS Word: Advanced document editing, formatting, and management.
- PowerPoint: Expert in creating visually compelling and professional presentations.
- Excel: Skilled in advanced spreadsheet creation, data analysis, and management.

Web Design and Development

- HTML & CSS: Proficient in building responsive and visually appealing web pages.
- jQuery & Bootstrap: Expertise in interactive design and mobile-first frameworks.
- WordPress: Advanced knowledge of CMS management, theme customization, and plugins.
- Elementor: Expert in drag-and-drop website design with customizations.

Graphics Design

- Adobe Photoshop: Expert in photo editing, retouching, and creative design.
- Adobe Illustrator: Skilled in vector design, logo creation, and branding materials.
- Canva: Proficient in creating quick, professional designs for social media and presentations.

Digital Marketing

- SEO: Expertise in keyword optimization, on-page/off-page SEO, and analytics tracking.
- Social Media Marketing: Skilled in campaign creation, audience targeting, and performance monitoring.

Motion Graphics

- Adobe After Effects: Advanced skills in creating video ads, animations, and motion graphics.

EDUCATIONAL BACKGROUND:

B.Sc In Computer Science and Engineering (CSE)

- Institution: Royal University of Dhaka
- Grade: 3.58
- Year: 2025

H.S.C – Higher Secondary School Certificate

- Group: Science
- Institution: Mohipal Govt. College, Feni
- Grade: 4.67
- Year: 2020

S.S.C – Secondary School Certificate

- Group: Science
- Institution: Dhopakhila High School, Cumilla
- Grade: 4.61
- Year: 2018
- Location: Cumilla, Bangladesh

J.S.C – Junior School Certificate

- Institution: Dhopakhila High School, Cumilla
- Grade: 4.15
- Year: 2015
- Location: Cumilla, Bangladesh

PERSONAL INFORMATION:

Full Name : Abdul Hannan
Father's Name : Abdul Quddus
Mother's Name : Sultana Razia
Address : Narankuri, Alkara-3583,
Chauddagram, Cumilla
Date of Birth : 08/08/2002
Nationality : Bangladeshi
Marital Status : Single
Religion : Islam
Place of Birth : Cumilla, Bangladesh

LANGUAGES:

Bangla: Mother Language
English: International Language

Note: Search my branding name **Hannan Shakib** on Google then you will see information about me.