

SAHOL BIN SELIM (SAAD)

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SUMMARY

Digital Communication & Marketing Professional with 6+ years of experience in Digital Communications, Social Media Strategy, Content Creation, and Web Technologies. Skilled in developing data-driven content, managing digital platforms, and producing impactful multimedia communications that strengthen audience engagement, brand visibility, and organisational growth.

WORK EXPERIENCE

Digital Communication & Social Campaign Officer (RRM Project) , Ovibashi Karmi Unnayan Program (OKUP) **July 2026 - Present**

- Develop and implement digital communication strategies to increase awareness of safe migration, migrant rights, and anti-human trafficking initiatives.
- Plan, create, and manage content for Facebook, LinkedIn, YouTube, TikTok, and other digital platforms.
- Design and execute social media campaigns aligned with organisational advocacy goals and project objectives.
- Produce engaging multimedia content, including graphics, carousels, short-form videos, documentaries, and awareness campaigns.
- Write compelling Bangla and English copy for social media, website content, press materials, and campaign publications.

Executive Social Media & Content writer , atB Jobs Bangladesh **19 Aug 2024 - 1 June 2026**

- Plan and execute social media content strategies aligned with brand goals.
- Create engaging and relevant content for Facebook, Instagram, TikTok, and LinkedIn.
- Monitor trends and optimize content based on analytics and audience insights.
- Manage content calendar and schedule regular posts to ensure a consistent online presence.
- Collaborate with design, sales, and marketing teams to align campaigns and messaging.
- Analyze performance metrics and adjust strategies to improve reach and engagement.
- Generate organic signups using Social Media channels.
- Wrote ads copy & content for B2B & B2C Audience.
- Shoot promotional, awareness & funny corporate video content.
- Collaborated with Training centers, Universities, Corporate partners, and Third-party organizations to build strategic partnerships, promote career opportunities, and support talent acquisition initiatives.
- Planned, coordinated, and executed Webinars, Seminars, career Workshops, Networking events, and Job fairs, ensuring successful promotion, participant engagement, and event outcomes.

Achievement: Honored to be (Most Valuable Performer) MVP of the Month (August 2025)

Technical Support Engineer, Hosting Bangladesh **July 2022 - June 2024**

- Responded to customer inquiries via email, live chat, and phone in a timely and professional manner.
- Troubleshot and resolved issues related to domain registration, web hosting, email accounts, and website functionality.
- Diagnosed and fixed web application errors (e.g., PHP, WordPress, Joomla) and ensured proper server configurations.
- Managed DNS records, SSL certificates, cPanel/WHM configurations, and email services to ensure secure and reliable website operations.
- Assisted clients with website migration, backup management, performance optimization, and WordPress maintenance while maintaining high customer satisfaction.

Achievement: Played a key role in migrating multiple high-traffic client websites with zero downtime, ensuring smooth transitions and minimal impact.

Editor & Content Writer, bdtechdiary.com **Mar 2020 - Present**

- Write SEO-friendly Bangla blog content
- GEO, AEO, On-page, Off-page, Technical SEO
- Google Analytics, Google Search Console & Google AdSense

Achievement: In 2022, I received Google AdSense approval for my website with only 15 articles, 5 of which ranked on the first page of Google.

Wordpress Web Design, Local & International Marketplace **Jul 2019 - 2022**

- WordPress website Maintenance, WordPress theme customization, WordPress website bug fixing, WordPress website migration, WordPress Website SEO, WooCommerce & Elementor
- Website speed optimization

EDUCATION

BSC in Computer Science and Engineering **Dec 2024 - Running (Weekend Batch)**
International Standard University (ISU)

Diploma in Computer Engineering **Jun 2016 - May 2020**
Barishal Technocrats Polytechnic Institute
CGPA: 3.40 (Out of 4.00)

SKILLS

Marketing: Google ads, Meta ads, Google Analytics, Google tag manager, Google Search Console, Google AdSense, Copywriting, SEO, SMM, SEM, Content Writing, Content Making, Ad copy writing, Content Creation, Google Workspace, Mailchimp Email Marketing, CRM

Editing: Canva, CapCut, InShot

Technical: DNS Management, WHM, Linux, WordPress Theme Customization, AI Prompt Engineering WordPress Security

Languages: English (Conversational), Bengali (Native).

PERSONAL INFORMATION

Date Of Birth: 15 - 12- 2000
Blood group: O+
Religion: Islam
Permanent Address: Hastisunda, Wazirpur, Barishal
Post Code: 8224

PORTFOLIO

WordPress Portfolio: https://www.behance.net/saholbinselim
Personal Website: saholsaad.com , bangla.saholsaad.com
Bolg Website: bdtechdiary.com , bangla.bdtechdiary.com, wpians.com
Community Website: https://meetly.bd/

SOCIAL MEDIA LINK

LinkedIn: https://www.linkedin.com/in/saholbinselim/
Facebook: facebook.com/saholsaad

REFERENCE

Name: Mizan Ibn Yousuf
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