

# MESBAH UDDIN HUMAID

MARKETING PROFESSIONAL

## TO WHOM IT MAY CONCERN

I am a marketing professional with adequate online and social media marketing knowledge. I have the passion to learn and grow more in the professional Frontier. I also have the abilities and skills of Image Designing and Web Designing.

I have 3 years + working experience and I have even gone through 2 months internship program for an e-commerce platform from where I have gained knowledge of e-commerce working procedures.

**My Professional skills reflect the abilities poses within me, which are as followed:**

- 1) Work Pressure Handling
- 2) Time Management
- 3) Marketing Skills
- 4) Quick Learner
- 5) Customer Handling & Retention
- 6) Work Adaptability
- 7) Creativity
- 8) Image & Web Designing

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## PROFESSIONAL QUALIFICATION

### DIGITAL MARKETING

**HUBSPOT ACADEMNY**  
(FEBUARY 2022 -  
MARCH 2023)

- Content Marketing
- SEO
- Website Optimization
- Social Media Marketing
- E-Mail Marketing

### DIGITAL ADVERTISING

**HUBSPOT ACADEMNY**  
(FEBUARY 2022 -  
MARCH 2023)

- Digital Advertising Strategy
- Paid Advertisement Campaign
- Social Media Advertising
- Target Advertising
- Monitoring & Reporting Ad Performance

### GOOGLE ADS

**GOOGLE SKILLSHOP**  
(JANUARY 2022 -  
JANUARY 2023)

- Google Search Advertisement
- Google Display Advertisement

## WORK & INTERNSHIP EXPERIENCE

### SENIOR SELLER SUPPORT ASSOCIATE (L3)

**AMAZON**  
**DEVELOPMENT CENTER**  
**INDIA PVT LTD**  
( MARCH 2022-  
PURSUING)

- Resolving Tickets and handling issues faced by internal department for North America, Europe and India Market place

### MARKETING EXECUTIVE

**LAIBA ENTERPRISE**  
( October 2019 -  
November 2021)

- Processing Orders
- Product Catalogue Preparation
- Product Dispatchment
- Stock Management

### BACK OFFICE EXECUTIVE (PART TIME)

**Kakolil Trade Agencies**  
( March 2020- December  
2021)

- Government E-Tender Filing for the company located in Andaman & Nicobar Island.
- Online Payments

### DIGITAL MARKETING INTERNSHIP

**Fresh Focus**  
**Consumer Pvt Ltd**  
(December 2018-  
January 2019)

- Online Stock Management
- Online Product Catalogue Updation
- Online Order Management

## FAMILY BACKGROUND

- **FATHER:** MR. ALTAF UDDIN AHMED  
*(Supplier of Electronic Items)*
- **MOTHER:** MRS. NAGHMA GHUZNAVI  
*(Elementary School Teacher)*
- **SIBLING:** MS. HUMAIRA AHMAD  
*(Senior Social Media Executive)*

## EDUCATIONAL BACKGROUND

<ul style="list-style-type: none"> <li>• <b>MASTERS:</b> YEAR 2022</li> </ul>	<p>MBA (PT) - MARKETING <i>NSHM COLLEGE, KOLKATA (WEST BENGAL UNIVERSITY)</i> <b>C.G.P.A (8.35)</b></p>
<ul style="list-style-type: none"> <li>• <b>BACHELOR:</b> YEAR 2019</li> </ul>	<p>BBA (H) - MARKETING <i>B.E.S.C (CALCUTTA UNIVERSITY)</i> <b>FIRST DIVISION (61.02%)</b></p>
<ul style="list-style-type: none"> <li>• <b>SENIOR SECONDARY:</b> YEAR 2016</li> </ul>	<p>COMMERCE <i>NOPANY HIGH SCHOOL (I.S.C)</i> <b>FIRST DIVISION (84.25%)</b></p>
<ul style="list-style-type: none"> <li>• <b>SECONDARY:</b> YEAR 2014</li> </ul>	<p>COMMERCE <i>ASSEMBLY OFF GOD CHURCH (N.I.O.S)</i> <b>FIRST DIVISION (60%)</b></p>