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House #227, Free School Street, Kathalbagan Bazar, Dhaka-1205

## SKILLS

- Social Media Strategy & Management
- Digital Marketing & Campaign Execution
- YouTube Content Strategy & Channel Optimization
- Cybersecurity Practices & Risk Management
- Search Engine Optimization (SEO) & Analytics
- Video Production & Editing
- Graphic Design & Visual Content Creation
- Digital Rights & Copyright Management
- Project Planning & Execution

## LANGUAGES

- Bengali
- English

## TOOLS

Microsoft Office	75%
Adobe Photoshop	75%
Adobe Premiere Pro	75%

# Md. Saiful Islam

Digital Media & Communications

As IT & Publicity Head for major cultural events like July Jagoron and Noor E Ramadan, I successfully oversaw digital media and technical operations, ensuring high engagement and visibility. My leadership led to the achievement of 2 YouTube Silver Play Buttons through effective channel management. I distributed over 550 music tracks, significantly expanding artist reach, and optimized Google Knowledge Panels for enhanced SEO visibility. With a track record of managing 20+ cultural programs and editing 29 episodes of the SATV Musical Show "Ganer Sera Gan," I also submitted 60+ projects to IMDb, boosting online presence and recognition.

## EMPLOYMENT HISTORY

### IT Executive

Bayanno Telemedia

Jul 2023 - Present

Managed IT infrastructure and ensured optimal performance of hardware and software systems, resulting in a 20% increase in operational efficiency. Developed and implemented IT policies and procedures to enhance security measures, reducing potential vulnerabilities by 30%. Collaborated with cross-functional teams to identify and resolve technical issues, improving user satisfaction scores by 15%. Led training sessions for staff on new technologies, fostering a culture of continuous improvement and innovation. Oversaw vendor relationships and negotiated contracts, achieving cost savings of 10% while maintaining service quality.

### Video Editor

Bayanno Telemedia

Mar 2021 - Jun 2023

Collaborated with creative teams to conceptualize and execute high-quality video content, ensuring alignment with project goals and brand messaging. Utilized advanced editing software to enhance footage, incorporating graphics, sound, and visual effects to create compelling narratives. Managed multiple projects simultaneously, adhering to strict deadlines while maintaining attention to detail. Conducted thorough reviews and revisions based on client feedback, resulting in improved client satisfaction and engagement.



## HOBBIES

Reading, writing, listening to music, and creating new things.

Developed and implemented efficient workflows that optimized editing processes and reduced turnaround times, contributing to overall team productivity and project success.

## EDUCATION

### Master of Arts in Political Science | M.A.

Dhaka College, Dhaka  
Jun 2025 - Present

### Bachelor of Arts in Political Science | B.A.

Dhaka College, Dhaka  
Dec 2019 - Apr 2025

### Higher Secondary Certificate | HSC/Alim

Tamirul Millat Kamil Madrasah, Dhaka  
Jul 2017 - Jul 2019

### Secondary School Certificate | SSC/Dakhil

Baruipara Dakhil Madrasha, Rampal, Bagerhat  
May 2017

## CERTIFICATIONS

- **Digital Marketing | LEDP Project** – ICT Division, Bangladesh (Dec 2019 - Feb 2020)
- **Facebook Marketing** – 10 Minute School (Oct 2022)
- **Zero to Hero in Android (Season 1,2)** – Bongo Academy (Nov 2023)

## EXTRA-CURRICULAR ACTIVITIES

### Student (Artist)

Saimum Shilpigosthi, Dhaka, Bangladesh  
Feb 2025 - Present