

MD. NAFIS AHMED

(Marketing and Business Development Executive)

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PROFESSIONAL SUMMARY

Marketing and Business Development professional with 3 years of experience building brand strategy, driving sales, and managing B2B/B2C clients across competitive, fast-moving industries. Proven track record of record sales performance, campaign-driven revenue growth, and cross-functional team leadership. Skilled in brand positioning, channel/account management, and translating market insights into commercial strategy. Looking to bring proven sales and brand-building impact to a consumer-facing, high-growth organization.

CORE EXPERTISE

- **B2B/B2C Sales & Demand Generation:** Lead Generation, Sales Funnels, Client Acquisition, Meta Ads, Pipeline Development, Revenue Growth
- **Brand Marketing & Strategy:** Brand Positioning, Content Strategy, Social Media Marketing (Meta, YouTube, LinkedIn), Copywriting, Campaign Planning, Product Marketing
- **Client & Team Management:** Account Management, Cross-Functional Coordination, Task Delegation, Stakeholder Communication, Workflow Automation (Asana, Monday, N8N), Team Leadership.

WORK EXPERIENCE

Senior Marketing Manager | HulkenStein Ltd.

November 2024 - Present

- **Set the company record** for highest single-day sales (BDT 1M+), executed through five coordinated campaign motions in a 72-hour window.
- **Planned and executed 30+ digital marketing campaigns** across Meta, YouTube, and LinkedIn, driving 40% growth over six months at \$0.010 cost-per-click.
- Led product marketing and brand promotion strategy, translating customer requirements into campaign priorities.
- Contributed to HulkenStein's placement on HolonIQ's Top 100 EdTech list (South Asia) out of 1,000+ candidates.
- Won “Marketing Mastermind” award for Strategic Brilliance and Brand Elevation (2025).

Commercial Officer | UVTR InfoTech Solutions

December 2023 - August 2024

- **Managed 5 concurrent B2B client accounts** end-to-end, owning requirements, timelines, and delivery with zero missed deadlines.
- Delegated and coordinated work across a 15-person team using Asana and Monday, keeping every task assigned to an owner and deadline.
- Conducted market research to identify new client acquisition opportunities and proposed go-to-market approaches.
- Delivered weekly performance reports that turned client check-ins into renewal conversations.
- Helped secure a formal recognition certificate from Solar EPC Development Ltd. for outstanding marketing and account support.

EDUCATION

Master of Professional Marketing

University of Dhaka | In Progress

Bachelor of Social Science in International Relations

Bangladesh University of Professionals (BUP) | 2025 | CGPA 3.60

SKILLS & TOOLS

- Digital Marketing: Meta, YouTube, LinkedIn
- Social Media Management: Content Creation, Meta Ads, Product Marketing (Online)
- Project Management: Asana, Monday, Trello, ClickUp, Notion
- Creative Execution: Canva, Premiere Pro
- Data & Reporting: Microsoft Excel
- AI Automation: N8N, Claude

TRAINING & CERTIFICATES

- **Brand Strategy & Planning (Keeron):** Brand strategy fundamentals, IMC planning, ATL/BTL/TTL channel usage, competitor analysis, brand tone and messaging, campaign planning.
- **Business Analysis & Process Management (Coursera):** Analyzing, optimizing, and implementing solutions for business processes.
- **Microsoft Excel (Coursera):** Organizing, analyzing, and storing data.

EXTRACURRICULAR ACTIVITIES

- Former Debater and Financial Secretary, Dhanmondi Govt. Boys' Debating Society;
- Host, TechSpire Podcast, Mohona TV