

# Naeem Shahriar

Brand Growth Manager

Dhaka, Bangladesh

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## Professional Summary

Strategic and results-oriented Brand Growth Manager with over three years of professional experience in driving brand development, performance marketing, and business growth. Demonstrated ability to analyze market trends, optimize campaigns, and collaborate with cross-functional teams to achieve measurable outcomes.

## Core Competencies

Brand Growth Strategy, Performance Marketing, Digital Advertising (Meta Ads), Analytics & Reporting, Market Research, Stakeholder Communication, Cross-Functional Collaboration, WordPress & Web Fundamentals

## Professional Experience

### **Brand Growth Manager** (3 Years)

- Led brand growth initiatives to enhance market presence and customer acquisition
- Planned and executed data-driven marketing strategies aligned with business objectives
- Analyzed campaign performance to optimize ROI and scalability
- Coordinated with creative and technical teams for consistent brand positioning

### **Digital Marketing Executive** – Citizensvoicebd.com (2025 – Present)

- Campaign execution, tracking implementation, and performance reporting

### **Full Stack Web Developer** – Jazz IT Solutions (2021 – 2022)

- Website development, analytics setup, and technical support

### **Junior Web Developer** – SoftSolutionBD (2018 – 2020)

- Frontend development and SEO support

## Education

### **Bachelor of Science (BSc)** – Manarat International University

CGPA: 3.50

### **Higher Secondary Certificate (HSC)** – Dhaka College

## Languages

English (Highly Proficient), Bangla (Native), Japanese (Basic N5)