Syed Shamsul Arefin

Project Lead | Web Developer | Digital Marketer | SQA Enthusiast
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PROFESSIONAL SUMMARY

Results-driven Full-Stack Developer with 1+ years of hands-on experience delivering high-impact web solutions, leading cross-functional teams, and driving 20% lead growth through SEO-optimized sites. Proficient in WordPress, Laravel, Elementor, and Agile project management, with a proven ability to build 8+ live client websites while coordinating teams of 5 to meet critical business deadlines. Seeking senior development roles to architect scalable applications and optimize digital strategies.

TECHNICAL SKILLS

Web Development: WordPress, Elementor Pro, WooCommerce, Laravel 10, PHP 8.1, HTML5, CSS3, JavaScript, React.js (learning), Flutter, Dart.

Backend & Database: PHP, MySQL, Firebase (learning), REST APIs (learning), Node.js (learning).

Marketing SEO: Google Analytics, Google Search Console, Mailchimp, On-Page SEO, Keyword Research, Content Strategy.

Project Management: Agile, Jira, Trello, Asana, Slack, Requirement Analysis, Sprint Planning.

Tools: VS Code, Git/GitHub, Figma, cPanel, XAMPP, Cursor AI, Google Ads (basics).

Soft Skills: Leadership, Problem Solving, Time Management, Communication, Bilingual (Bn/En).

PROFESSIONAL EXPERIENCE

Project Coordinator Web Developer (ProIT)   Nov 2025 – Present
Prothoma Bangladesh (Dhanmondi, Dhaka)

– Designing/maintaining websites: proit.digital, prothoma.com.bd, pro-file.digital with SEO focus and delivered 8+ websites.

– Collaborated with marketing for landing pages + automation, achieving 20% lead increase.

Team Project Lead Web Development Executive   Jan 2025 – Sep 2025
Synaptica.AI GrowthX Management Ltd (Uttara, Dhaka)

– Led team of 5 on AI-powered solutions, requirement analysis, feature prioritization.

– Streamlined execution across 2 business units for faster product cycles.

Web Development Marketing Executive   Sept 2024 – Sep 2025
Area71 Venture Ltd. (Uttara, Dhaka)

– Developed 4+ client websites: synaptica.ai, growthxllc.com, area71academy.com.

– Supported SEO, content updates, marketing campaigns + 20% lead growth.

EDUCATION

BSc Computer Science Engineering 2019–2024
Independent University, Bangladesh (IUB)   Minor: Management Information System

Higher Secondary Certificate (Science) 2017–2018
Hazera Toju Degree College

Dakhil (Secondary School Certificate, Science) 2016
Jamea Ahmadia Sunnia Alia Kamil Madrasah

KEY PROJECTS (LIVE)

Pro IT Digital proit.digital - Business IT solutions platform with web design portfolio showcase.

The Millionaire Mindset themillionairemindset.online - Online business/education platform.

Wholesale Icon wholesaleicon.com - Wholesale e-commerce marketplace.

ZivoLife zivolife.com - Lifestyle/health e-commerce platform.

Area71 Academy area71academy.com - WordPress LMS with Elementor Pro, payment gateways.

Synaptica AI synaptica.ai - SEO-optimized AI company site with custom widgets.

GrowthX LLC growthxllc.com - Responsive business site + WooCommerce.

Sell Quick Connecticut sellquickconnecticut.com/test - Real estate with SEO schema.

HarpGrowth harpgrowth.com - E-commerce with Elementor + Mailchimp.

CERTIFICATIONS ACHIEVEMENTS

Web Development Internship (4 months) Dec 2024
Area71 Venture Ltd

UI/UX Design Fundamentals 2024
OSTAD Learning Platform (Online)

Certificate of Recognition Dec 2024
Area71 Venture Ltd
Outstanding delivery

TechFest Achievement Mar 2023
Independent University Bangladesh
Maze Solver honorable mention.

EXTRACURRICULARS

Cycling Enthusiast 2019–Present
Bashundhara Cyclist Community
− Completed 100km+ & 150Km+ rides, promote health awareness, collaborate for group events.
− Community: Bashundhara Cyclist | Strava Profile: www.strava.com/athletes/82218533