

Syed Shamsul Arefin

Project Lead | Web Developer | Product & Growth Strategist | SQA Enthusiast

Bashundhara R/A, Dhaka, Bangladesh

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PROFESSIONAL SUMMARY

Results-oriented Digital Operations & Web Professional with more than 1.5 years of experience managing web development, digital marketing campaigns, and cross-functional teams. Proven ability to launch and manage 8+ live websites, coordinate developers and content teams, and optimize digital funnels for measurable growth. Experienced in Facebook Ads targeting and performance marketing, generating 482 orders in a single month with only 20% advertising cost. Currently expanding expertise in Software Quality Assurance (SQA) and product optimization to deliver scalable, high-performing digital solutions.

TECHNICAL SKILLS

Web Development & Programming: WordPress (Advanced), Elementor Pro (Advanced), WooCommerce (Advanced), Laravel 10, PHP, HTML5, CSS3, JavaScript (Intermediate), React.js (Beginner), Flutter (Beginner), Dart (Beginner), MySQL.

Digital Marketing: Facebook Ads Manager, Audience Targeting, Campaign Optimization, Performance Marketing, Lead Generation.

Marketing & SEO: Email Marketing, Mailchimp, On-Page SEO, Keyword Research, Content Strategy.

Project Management: Requirement Analysis, Sprint Planning, Agile (Beginner), Jira (Beginner), Trello (Beginner).

Tools: VS Code, Git/GitHub, cPanel, XAMPP, Cursor AI, Google Ads (Basic), Figma (Beginner) and Other (Illustrator, Photoshop).

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

PROFESSIONAL EXPERIENCE

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

- Designed and maintained business websites including proit.digital, prothoma.com.bd, prohived.com, themillionairemindset.online, winningwholesale.xyz and pro-file.digital, **delivering 8+ live websites.**
- Managed Facebook advertising campaigns including audience **targeting**, budget **optimization**, and campaign monitoring to drive online orders and **lead generation.**
- Collaborated with **marketing** and content teams to create landing pages and campaign funnels, **contributing to a 20%** increase in leads.
- Coordinated with developers, designers, and marketing teams to ensure smooth execution of **digital projects and campaign launches.**

Team Lead & Web Developer 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

Sep 2024 – Sep 2025

Area71 Venture Ltd. (Uttara, Dhaka)

- Developed 4+ 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)

Area71 Academy area71academy.com – E-commerce Amazon FBA training and mentorship platform empowering entrepreneurs with business growth skills.

Prothoma Bangladesh prothoma.com.bd – Large fashion lifestyle e-commerce marketplace offering clothing, accessories, watches and home products.

Prohive BD prohivebd.com – Online shop focused on home goods, apparel and everyday essentials with customer-centric experience.

Winning Wholesale winningwholesale.xyz – Wholesale e-commerce platform featuring bulk products and streamlined ordering features.

Other Projects (live): Pro IT Digital, The Millionaire Mindset, Wholesale Icon, ZivoLife, Synaptica AI, GrowthX LLC, Sell Quick Connecticut, HarpGrowth, MiniGem Store, Sugondhi Masala, Olosh Bazar.

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