

SYED SHAMSUL AREFIN

BASHUNDHARA R/A, DHAKA, BANGLADESH

Mail: syed.arefin@gmail.com | Mail: hello@syedarefin.dev

Portfolio: syedarefin.dev | GitHub: aarefinn

LinkedIn: syedshamsularefin

Cell: +880 1644-239174



PROFESSIONAL SUMMARY

Results-driven **Digital Marketing & Web Operations Professional** with **1.8+ years of experience** in **website development, e-commerce management** and **performance marketing**. Known for **rapid adaptability, ownership mindset** and strong **team leadership across academic and real-world environments**. Proven track record of managing **20+ live websites** and consistently generating **500+ monthly orders** (peaking at **800+**) while maintaining **20–25% advertising cost efficiency**, supporting scalable e-commerce growth through data-driven campaign optimization. Skilled in **WordPress, WooCommerce, Facebook Ads, SEO** and **Project coordination**.

TECHNICAL SKILLS

Web & E-commerce Development: WordPress, Elementor, WooCommerce, Laravel 10, PHP, HTML5, CSS3, JavaScript (Intermediate), MySQL.

Digital Marketing & Growth: Performance Marketing, Facebook Ads Manager, ROAS Optimization, Audience Targeting, Campaign Scaling, Funnel Optimization, Lead Generation.

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

Project & Operations Management: Project Coordination, Requirement Analysis, Workflow Optimization, Agile (Basic), Jira (Basic), Trello (Basic), Cross-functional Team Collaboration.

Business Operations: Order Management, Inventory Coordination, Vendor Management, Process Optimization, Performance Tracking.

Tools & Platforms: VS Code, Git/GitHub, XAMPP, Cursor AI, Google Ads (Basic), Filmora, Adobe Illustrator, Photoshop.

Core Strengths: Leadership, Strategic Thinking, Problem Solving, Time Management, Decision Making, Cost Optimization, Adaptability, Communication (Bilingual: Bengali & English).

PROFESSIONAL EXPERIENCE

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

- Managed **15+ WordPress & WooCommerce websites**, ensuring performance, scalability, and business alignment across multiple brands.
- Led full-funnel digital campaign execution from **creative strategy (script writing, video concept, choreography direction)** to **ad production, campaign management and performance optimization**, coordinating with call center teams for order processing and achieving **500–800+ monthly orders** at **20–25% advertising cost efficiency**.

Team Lead & Web Development Executive Sep 2024 – Sep 2025
Area71 Venture Ltd. (Synaptica.AI & GrowthX Management Ltd, Uttara, Dhaka)

- Led a **5-member team** in building AI-powered and web-based solutions, managing requirement analysis, feature prioritization, and execution planning across multiple business units.

- Developed and maintained **4+ websites** including synaptica.ai, growthxllc.com, and area71academy.com, ensuring performance, usability, and scalability.
- Supported SEO, content operations, and digital marketing initiatives, contributing to approximately **20% lead growth** across projects.

EDUCATION

BSc in Computer Science & Engineering Independent University, Bangladesh (IUB)	2019–2024 Minor: Management Information System
Higher Secondary Certificate (Science) Hazera Toju Degree College	2017–2018
Secondary School Certificate (Science) Jamea Ahmadia Sunnia Alia Kamil Madrasah	2016

KEY PROJECTS (LIVE)

E-commerce Platforms: Prothoma Bangladesh (prothoma.com.bd), Prohive BD (prohivebd.com), Winning Wholesale (winningwholesale.xyz) – Managed WordPress/WooCommerce development and conversion-focused optimization.

Growth & Marketing Platforms: Area71 Academy (area71academy.com), The Millionaire Mindset (themillionairemindset.online) – Supported funnel design, SEO, and digital growth execution.

AI & Tech Platforms: Synaptica AI (synaptica.ai), GrowthX LLC (growthxllc.com) – Contributed to AI product development, requirement analysis, and execution support.

Other Projects: ZivoLife, Wholesale Icon, MiniGem Store, Sugondhi Masala, Olosh Bazar – Managed multiple live e-commerce websites across different industries.

CERTIFICATIONS & ACHIEVEMENTS

Direct Website Sales Achievement Area71 Academy (Area71 Venture Ltd) Successfully contributed to generating direct website sales through marketing funnels without a dedicated sales team, as part of the marketing team execution.	2025
UI/UX Design Fundamentals OSTAD Learning Platform (Online)	2025
Web Development Internship Area71 Venture Ltd	Dec 2024
Certificate of Recognition Area71 Venture Ltd	Dec 2024 Outstanding project delivery and contribution
TechFest Achievement Independent University Bangladesh	Mar 2023 Maze Solver project – Honorable Mention

EXTRACURRICULARS

Cycling Enthusiast & Community Participant Bashundhara Cyclist Community	2019–Present
--	--------------

- Participated in long-distance cycling events (150km+), demonstrating consistency, endurance and discipline.
- Active member of cycling community events promoting teamwork and group coordination.
- Strava: strava.com/athletes/82218533