

SYED SHAMSUL AREFIN

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PROFESSIONAL SUMMARY

Results-driven **Digital Operations & Web Developer** Professional with **2+** years of experience in performance marketing, WordPress, WooCommerce & Laravel. Managed **20+** live websites, generated **500–800+** monthly orders and contributed to **BDT 20–30 lakh** monthly sales through website optimization, e-commerce operations & Meta Ads. Skilled in **Meta Marketing, WordPress, WooCommerce, SEO, conversion optimization** and **project coordination**.

TECHNICAL SKILLS

Web Development: WordPress, WooCommerce, Laravel, PHP, HTML, CSS, JavaScript, MySQL.

Marketing: Meta Ads, Conversion Tracking, Facebook Pixel, Funnel Optimization, Google Analytics, SEO.

Operations: Project Coordination, Team Leadership, Website Maintenance, E-commerce Operations, Requirement Analysis.

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

Tools & Platforms: Git & GitHub, Elementor Pro, VS Code, XAMPP, Cursor AI, Filmora, Illustrator, Photoshop.

PROFESSIONAL EXPERIENCE

Project Coordinator & Web Operations Specialist

Nov 2025 – Present

Prothoma Bangladesh (Dhanmondi, Dhaka)

- Manage 15+ WordPress and WooCommerce websites across multiple brands.
- Coordinated website development, maintenance and digital operations.
- Execute full-funnel Meta advertising campaigns from planning to optimization.
- Planned advertising creatives including script writing, storyboard development, product shoot coordination and video editing.
- Improved website performance, conversion rates and operational workflows.
- Contributed to generating BDT 20–30 lakh monthly sales while maintaining advertising costs 20–25%.
- Supported e-commerce operations that generated 500–800+ monthly orders

Web Developer (Intern to Executive)

Sep 2024 – Sep 2025

Area71 Venture Ltd. (Uttara, Dhaka)

- Promoted from Web Development Intern to Web Development Executive.
- Independently developed and maintained WordPress and WooCommerce websites.
- Managed website deployment, maintenance and optimization across multiple projects.
- Team Lead for GrowthX Management & Synaptica AI projects, coordinating a 5-member team.

- Moderated Area71 Academy online classes via Zoom & managed information via Teachable & Google Sheets.
- Collaborated with marketing and design teams to support SEO, website updates and digital campaigns.

EDUCATION

BSc in Computer Science & Engineering	2019–2025
Independent University, Bangladesh (IUB)	Minor: Management Information System
Higher Secondary Certificate (Science)	2017–2018
Hazera Toju Degree College	
Secondary School Certificate (Science)	2016
Jamea Ahmadia Sunnia Alia Kamil Madrasah	

KEY PROJECTS (LIVE)

E-commerce Platforms: Prothoma Bangladesh (prothoma.com.bd), Prohive BD (prohivebd.com), Winning Wholesale (winningwholesale.xyz), QMart Global (qmartglobal.com), Goldendream Store (goldendreamstore.com), Skinny Coffee Store (skinnycoffee.store), ProShine BD (proshinebd.com), Wholesale Icon (wholesaleicon.com), MiniGem Store (minigemstore.com), Olosh Bazar (oloshbazar.com), Sugondhi Masala (sugondhimasala.com), ZivoLife (zivolife.com) – Managed WordPress/WooCommerce development, website maintenance and conversion optimization.

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

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

Other / Internal Tools: Interior Quotation Checker (interiorquotationchecker.com) – Built and maintained internal web tools and operational platforms.

CERTIFICATIONS & ACHIEVEMENTS

Software Quality Assurance (SQA)	2026
OSTAD Learning Platform	
UI/UX Design Fundamentals	2025
OSTAD Learning Platform	
Direct Website Sales Achievement (Area71 Venture Ltd)	2025
Successfully contributed to generating direct website sales through marketing funnels without a dedicated sales team, as part of the marketing team execution.	
Certificate of Recognition	Dec 2024
Area71 Venture Ltd	Outstanding project delivery and contribution
Web Development Internship	Dec 2024
Area71 Venture Ltd	
TechFest Achievement	Mar 2023
Independent University Bangladesh	Maze Solver project – Honorable Mention