



Tanveer Hossain Rayvee

Multi-Channel Digital Marketing Strategist

PROFILE

Innovative, creative and professional. Specialised in Multi-Channel Digital Marketing and Project Management. I am a cheerful, ambitious and resilient person. I love my job and achieving milestones working with a team.

CONTACT

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🌐 **THRAYVEE.COM**

🌐 linkedin.com/in/rayvee

ADDRESS

F - 4B, House 541-543, Rd 9, Block E,
Basundhara RA, Dhaka 1229.

LANGUAGES

English - Business Fluent

Bengali - Native

WORK EXPERIENCE

Gold Lion Technologies | USA

Head of Digital Strategy | Oct 2021 - Present

- Creating strategies for the brands and managing multi-channel marketing activities.
- Creating proposals for onboarding new clients with industry overview, competitor analysis, and growth approaches.
- Leading marketing team and client communication.
- Creating monthly plans, performance reports, and budgeting.

Raicom Digital | USA

Senior Media Buyer | Jan 2021 - Sep 2021

- Managed media buying team and collaborated with CRM & Creative teams.
- Managed ad campaigns, monitoring and analyzing performance.
- Created sales funnels for evergreen testing methods for jewelry products.

Green Atmosphere Pte. Ltd. | Singapore

Digital Marketing Strategist | May 2020 - Dec 2020

- Created strategies for all digital marketing channels.
- Led marketing team and client communication.
- Executed content marketing and influencer marketing.

ACADEMIC HISTORY

University of Dhaka, Dhaka

Major in Marketing (**MBA**)

GPA: **3.57** (Out of 4)

Jashore University of Science and Technology, Jashore

Computer Science and Engineering (**Bachelor**)

GPA: **3.19** (Out of 4)

ACHIEVEMENTS

Best Performer In Digital

At Care Nutrition LTD.

Best Innovative Creator In Sales

At Care Nutrition LTD.

Top Media Buyer

At Raicom Digital

REFERENCE

Hindol Roy

Ex-Reporting Boss (CNL)

hindolroy7@gmail.com

+91 86378 89176

Care Nutrition LTD | Bangladesh

Digital Marketing Strategist | Jan 2020 - May 2020

- Created strategies for all digital marketing channels.
- Developed new e-commerce partnerships and managed e-commerce activities.
- Executed content marketing and influencer marketing.

PROFESSIONAL CERTIFICATION

- Project Management Certification by **Google**
- Digital Marketing Associate by **Facebook Blueprint**
- Inbound Certified by **Hubspot Academy**
- Digital Branding and Engagement on edX from **Curtin University, Australia.**
- Content Marketing from **Udemy.**
- Google Analytics Individual Qualification from **Google Analytics Academy.**
- The Fundamentals of Digital Marketing from **Google Digital Garage.**

SOFTWARE SKILLS

Content Creation

Canva, InVideo, Figma, Adobe Suites

Task Management

G Suite, MS Office, ClickUp, ASANA, AirTable, Monday, Notion

SEO, CMS & CRM

ahref, SEMrush, Moz Pro, Uber Suggest, WordPress, Shopify, Wix, GoHighLevel, HubSpot, GTMartix, Jarvis AI

Email Marketing

Klaviyo, MailChimp, ActiveCampaign, Constant Contact

Others

Meta Business Suite, Google Ads, LinkedIn Ads, LinkedIn Sales Nav, SalesQL, ChatGPT, Hootsuite, Google Analytics, Claude, Site Ground, Sprout Social, ManyChat, Zapier