

Tanveer Hossain Rayvee

PMP- Certified Project Manager

[http://](http://thrayvee.com)  thrayvee.com





Personal Overview

PMP Certified Project Manager with 6+ years of hands-on experience managing execution for startups and agencies. I specialize in turning scattered tasks, misaligned teams, and unclear priorities into structured workflows, predictable delivery, and accountable execution.

I work inside businesses as a part-time PM — aligning teams, building systems, and ensuring projects move forward without founders micromanaging day-to-day work.

Execution Experience

6+ years managing cross-functional teams and delivery workflows

Project Operations

Planning, tracking, reporting, and execution across multiple teams

Leadership Support

Worked directly with founders and team leads to remove bottlenecks

Why Me?



6+ Years

Execution & delivery experience



4+ Agencies

Operations & project leadership



5+ Years

Remote team management



65+ Brands

Projects & systems managed globally



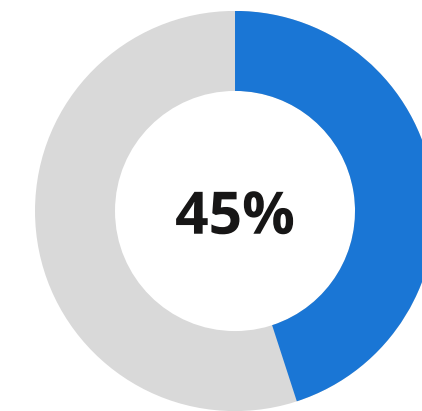
1K+ Projects

Delivered with structure & accountability

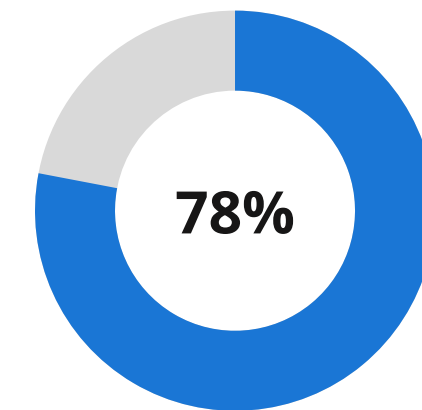


50+ Tools

Hands-on PM & automation stack



Average delivery efficiency improvement



Reduction in missed deadlines & rework

(Percentages framed as operational impact, not marketing growth)

My Execution Expertise

MY PROJECT MANAGEMENT EXPERTISE INCLUDES BUT IS NOT LIMITED TO...



Career Roadmap

Najm Consultant (Internship)

Started as an **Intern** but worked with some of the complex project consultation along with the CEO himself.

October 2019

Care Nutrition Limited (Bangladesh)

As a **Digital Marketing Strategist**, I started the whole digital marketing approach from scratch. Still, my setups are running in this multinational FMCG company.

January 2020

Green Atmosphere Pte. LTD (Singapore)

As a lead **Digital Marketing Strategist**, I have managed all the marketing-related work for my clients and the managing team.

May 2020

Raicom Digital (USA)

Joining here as a **Senior Media Buyer**, I have managed a large scale of Facebook ads and multi-channel marketing approaches to ensure maximum profitability from ecommerce.

January 2021

Gold Lion Technologies (USA)

As a **Senior Project Manager**, I have managed the maximum number of clients, starting from their strategic part till the execution.

October 2021

Freelancing Experience Roadmap



My Areas of Expertise

Digital Project Management

I plan, structure, and lead digital projects end-to-end—defining scope, managing timelines, coordinating teams, and ensuring delivery stays aligned with business goals and budgets.

Digital Marketing Management

I manage marketing initiatives as structured projects—aligning strategy, execution, and reporting across teams to ensure campaigns move on time and perform as expected.

Paid Ads Management

I oversee paid advertising projects across Google, Meta, and LinkedIn—handling planning, execution coordination, performance tracking, and optimization workflows.

Content & Social Media Operations

I manage content and social media as execution systems—setting workflows, calendars, approvals, and accountability so teams publish consistently without chaos.

Web Development Project Oversight

I coordinate designers, developers, and stakeholders to deliver websites on schedule—handling requirements, milestones, QA, and launch readiness.

Email Campaign Execution

I manage email campaigns as structured programs—from planning and segmentation to deployment schedules and performance reviews.

Marketing Automation & Systems

I design and manage automation projects that connect tools, reduce manual work, and create repeatable systems for marketing and operations teams.

Consultation & Execution Advisory

I advise founders and agencies on fixing execution gaps—clarifying priorities, improving workflows, and setting up systems that scale without adding headcount.

Associated Brands

To be continued...



Associated Brands

To be continued...



THE FANSS

MODELL'S
SPORTING GOODS®



LINENS·N·THINGS®

GENBUILD
CONSTRUCTION GROUP

Rage⚡**n!**

Associated Brands

and many more...



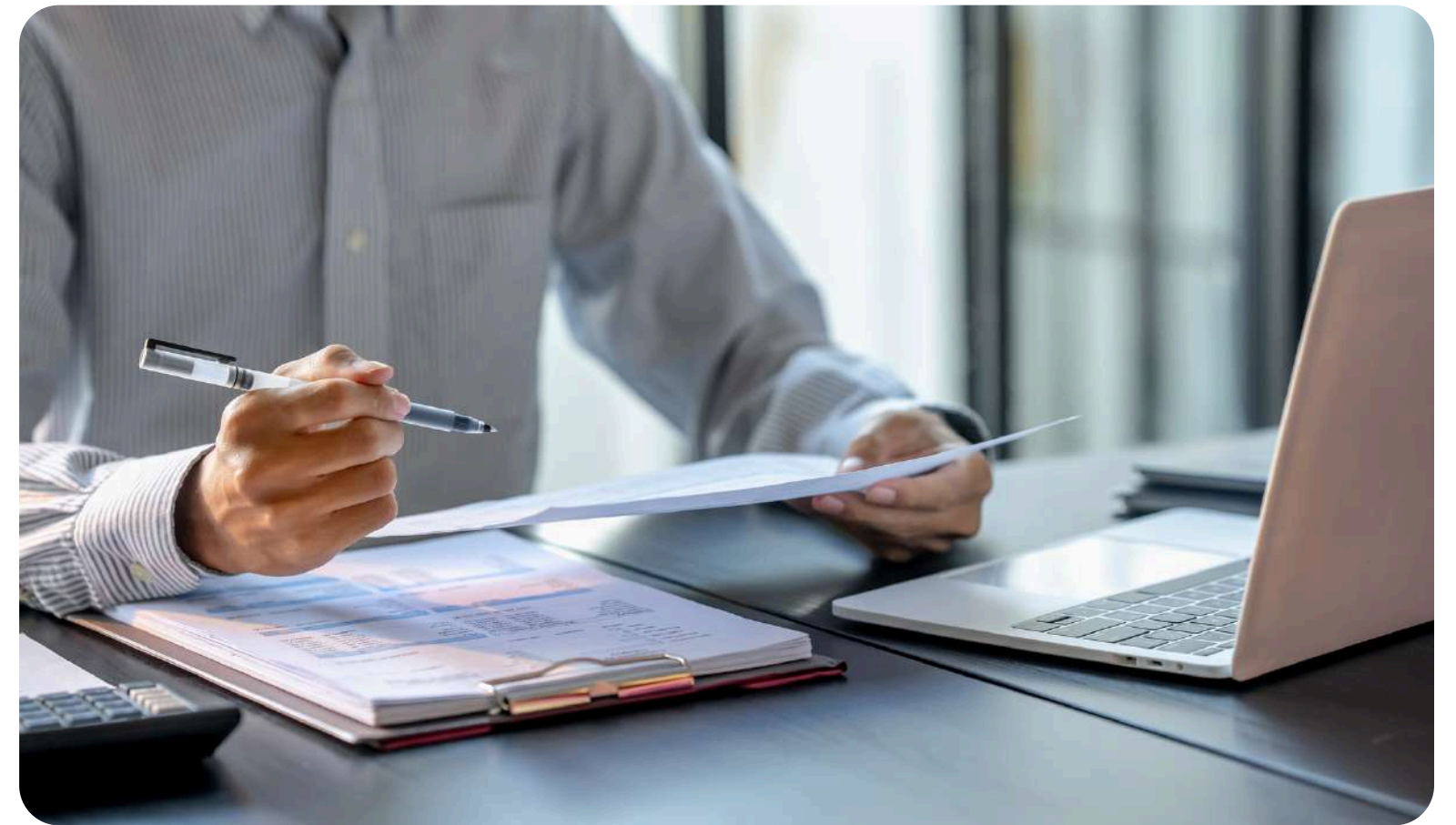
Marketing Project Execution

As a **Certified Project Manager**, I lead the execution of marketing projects from planning to launch—ensuring strategy turns into measurable results.

I manage media buying operations alongside execution, coordinating Meta, Google, and multi-channel ad campaigns with clear timelines, owners, and performance checkpoints. Every task, from creative handoff to budget pacing, is tracked, reviewed, and optimized.

My role isn't to “just run ads”—it's to **orchestrate execution**:

Align media buyers, creatives, analysts, and stakeholders; remove blockers; control scope; and ensure campaigns launch on time, stay on budget, and scale efficiently. I work closely with founders, agencies, and internal teams to bring **structure, accountability, and performance discipline** into marketing execution—especially where paid media and delivery timelines intersect.



65+ Brands

Executed Across

\$10M+

Media Spend Managed

6+ Years

Execution Experience

4 Agencies

Full-Scale Operations

Media Buying Experience

Campaign & Growth Execution



Managed Budget
\$8M+

Brand Niches

- Real Estate
- Mortgage
- Retail Brand
- Landscaping
- Local Saloon
- Diabetic Products
- DME & Insurance
- Marketing Agency
- Print on demand
- Construction
- Home Decor
- Food chain
- Medicare
- ... and many more.



Managed Budget
\$2M+

Brand Niches

- Real Estate
- Mortgage
- Retail Store
- Local Clinic
- Landscaping
- Fashion Brand
- Diabetic Products
- Insurance
- DME
- Construction
-and many more.



Managed Budget
\$120K+

Brand Niches

- eCommerce Products
- Retail Brands
- Local Saloon
- Mortgage



Managed Budget
\$60K+

Brand Niches

- Apple B2B Wholesale

Lifecycle Marketing Experience

Email Marketing and Automations



Klaviyo



ActiveCampaign



HubSpot Email



Mailchimp

I've worked across the full lifecycle marketing process — from campaign planning and customer journey mapping to automated flows, segmentation, email/SMS copy, CRM workflows, reporting, and optimization. My focus has been building retention systems that support acquisition, recover lost revenue, and turn one-time customers or leads into long-term business value.

14+ Brands

Across DTC, Retail & Lead Gen

Worked with brands across fashion, retail, CBD, healthcare/DME, medical products, clinics, service businesses, and lead generation funnels.

\$3M+

Lifecycle Revenue Influenced

Supported revenue growth through abandoned checkout recovery, post-purchase journeys, promotional campaigns, winback systems, and customer reactivation flows.

40+

Flows & Campaign Systems Built

Built and managed welcome, browse abandonment, checkout abandonment, post-purchase, VIP/loyalty, winback, review, referral, and reactivation systems.

Execution Tools Used Across Client Projects

Actively Used Across Teams

Project Management



Trello



ClickUp



Monday.com



Asana



Jira



Notion

Analytics & SEO



Google Analytics



Ahrefs



Google Looker St.



Moz



SEMrush



Adobe Analytics

Automation & CRM



HubSpot



Pabbly Connect



GoHighLevel



Zapier



Zoho CRM



ActiveCampaign

Execution Tools Used Across Client Projects

Actively Used Across Teams

Social Media Marketing



Facebook



Instagram



LinkedIn



TikTok



X (Twitter)



YouTube

Email & Lifecycle Marketing



Klaviyo



ActiveCampaign



HubSpot Email



GoHighLevel



Mailchimp



Zoho Campaigns

Supporting Tools & Systems



Slack



Google Workspace



Notion



Figma



Loom



Calendly

Professional Certifications

Hands-On Experience



Project Management Professional (PMP)



Meta Blueprint – Digital Marketing Associate



HubSpot Academy – Inbound Certified



Digital Branding and Engage



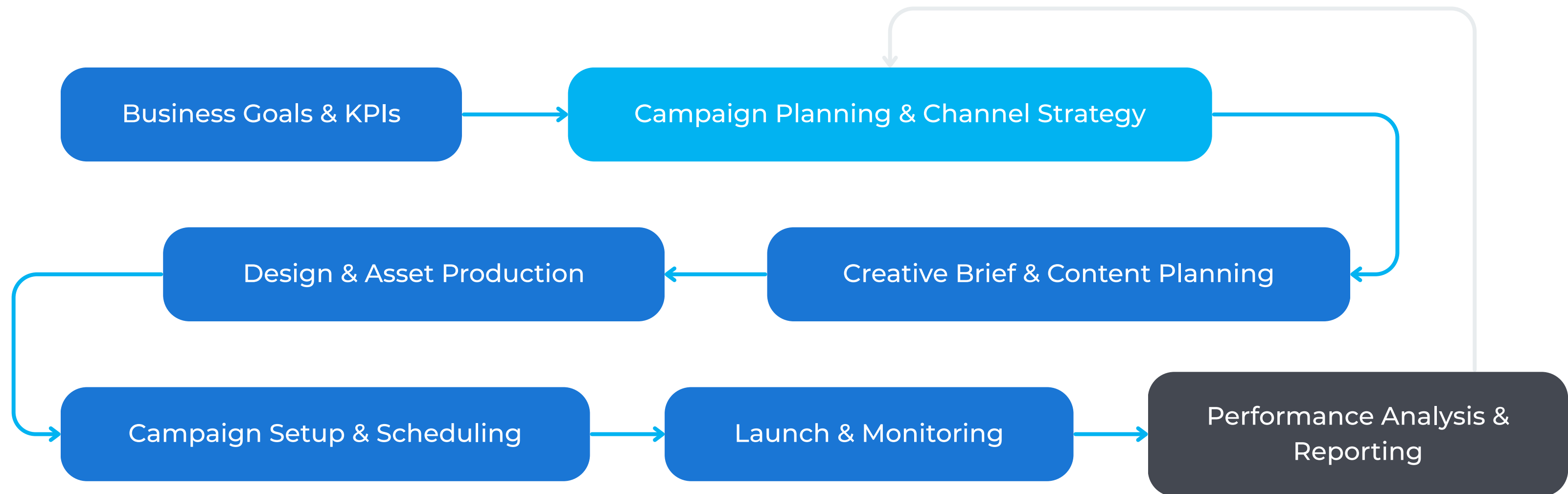
LinkedIn Marketing



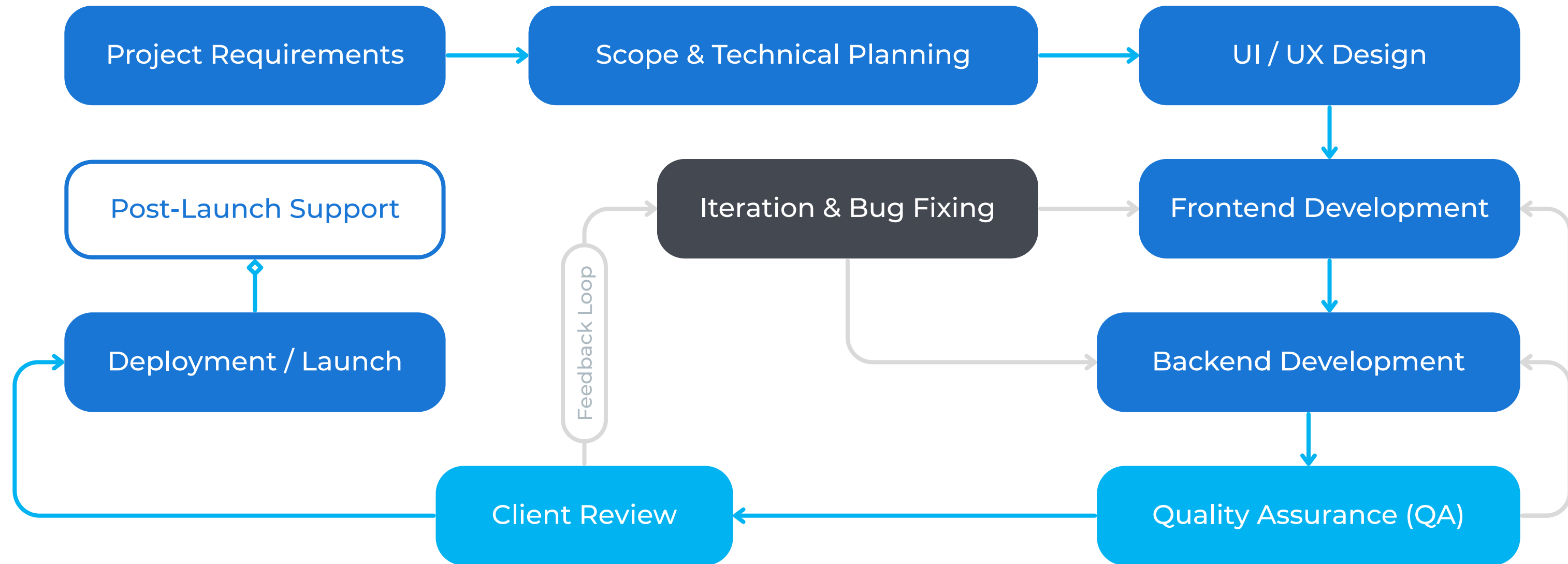
Google Project Management Certificate

PMP- Certified Project Manager

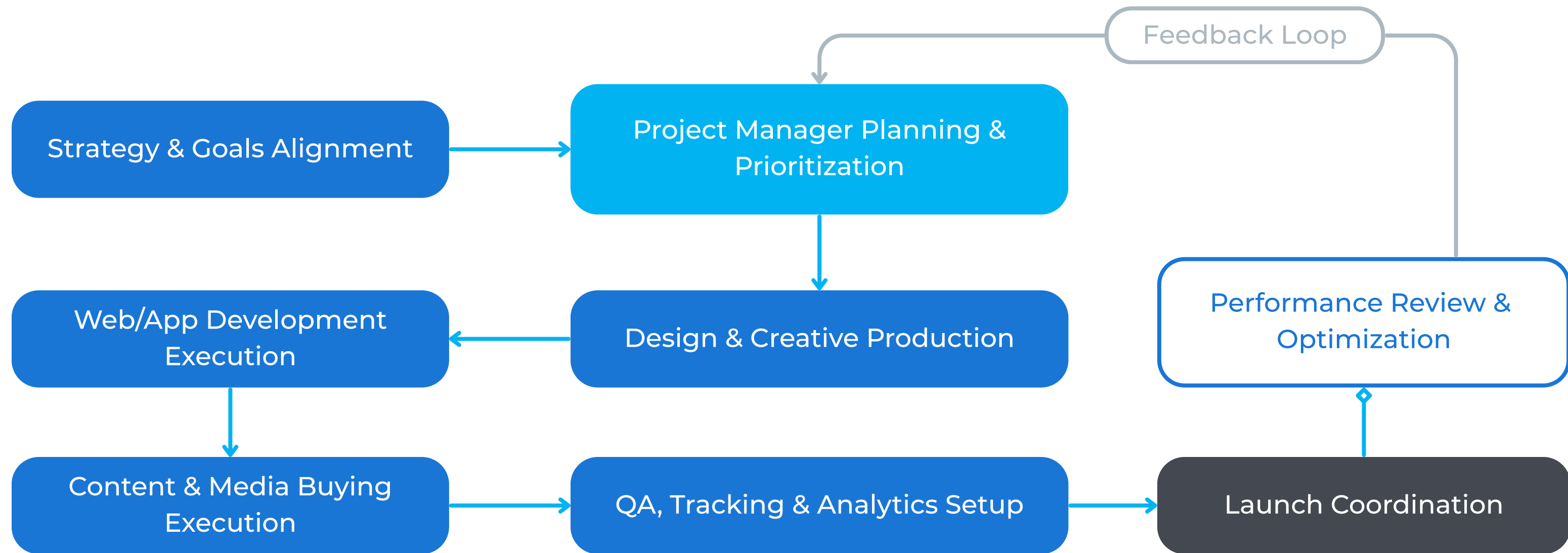
Marketing Team Managemet Flow



Web Development Workflow

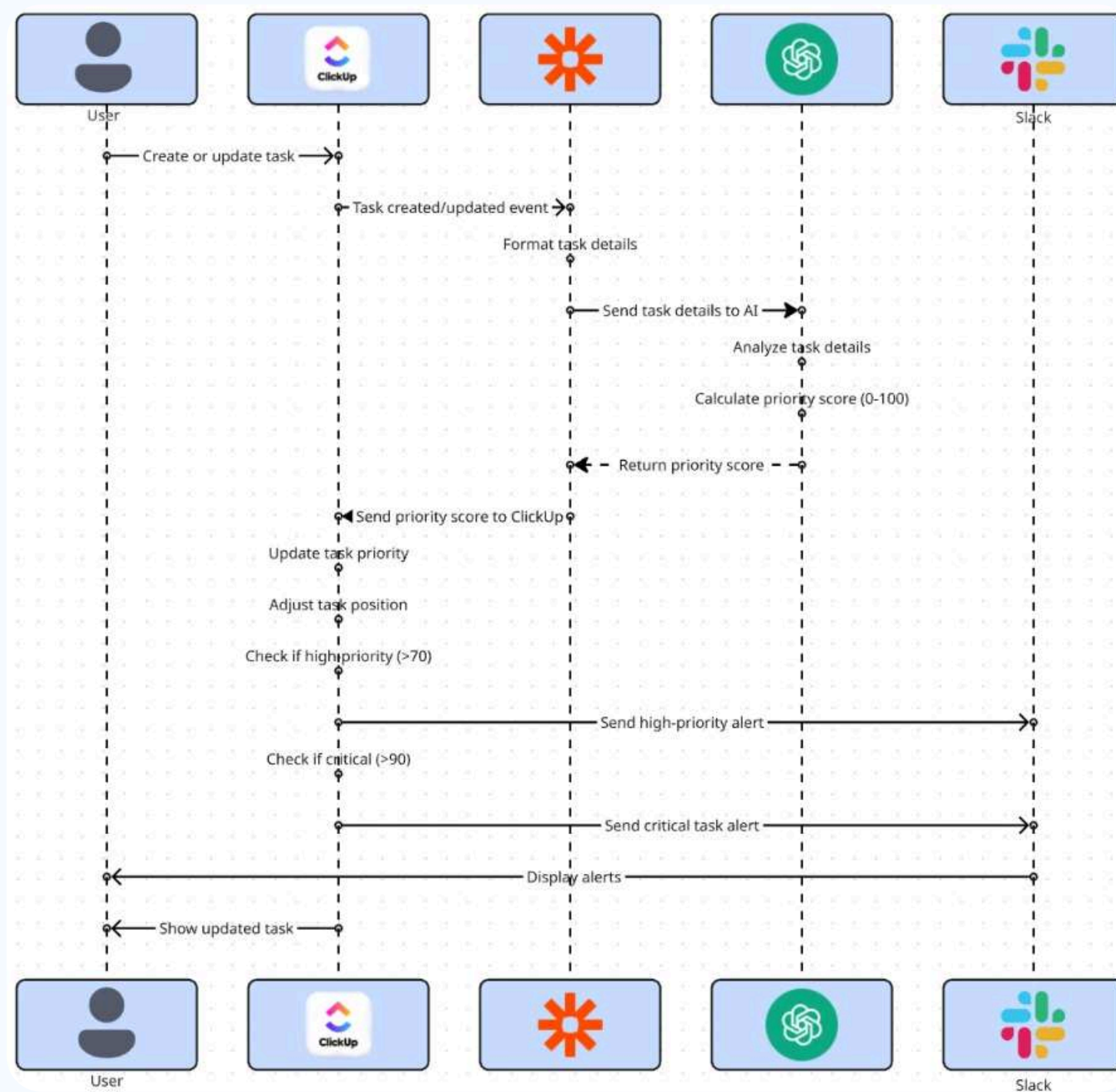


Cross-Department Execution Workflow



From Chaos to Clarity

The ClickUp AI Workflow That Saved 350+ Hours of PM Time Per Year



Case Study Overview:

As project volume increased, manual task prioritization inside ClickUp became time-consuming and inconsistent. Project managers spent hours reviewing tasks, tracking dependencies, and balancing workloads, slowing execution and reducing delivery focus.

➤ The Problem

- No standardized priority logic across ClickUp workspaces
- Manual task review and prioritization consumed 6–8 hours per week per PM
- Hidden dependencies caused delivery delays
- Uneven workload distribution across team members
- Limited real-time visibility into execution risk

➤ The Solution

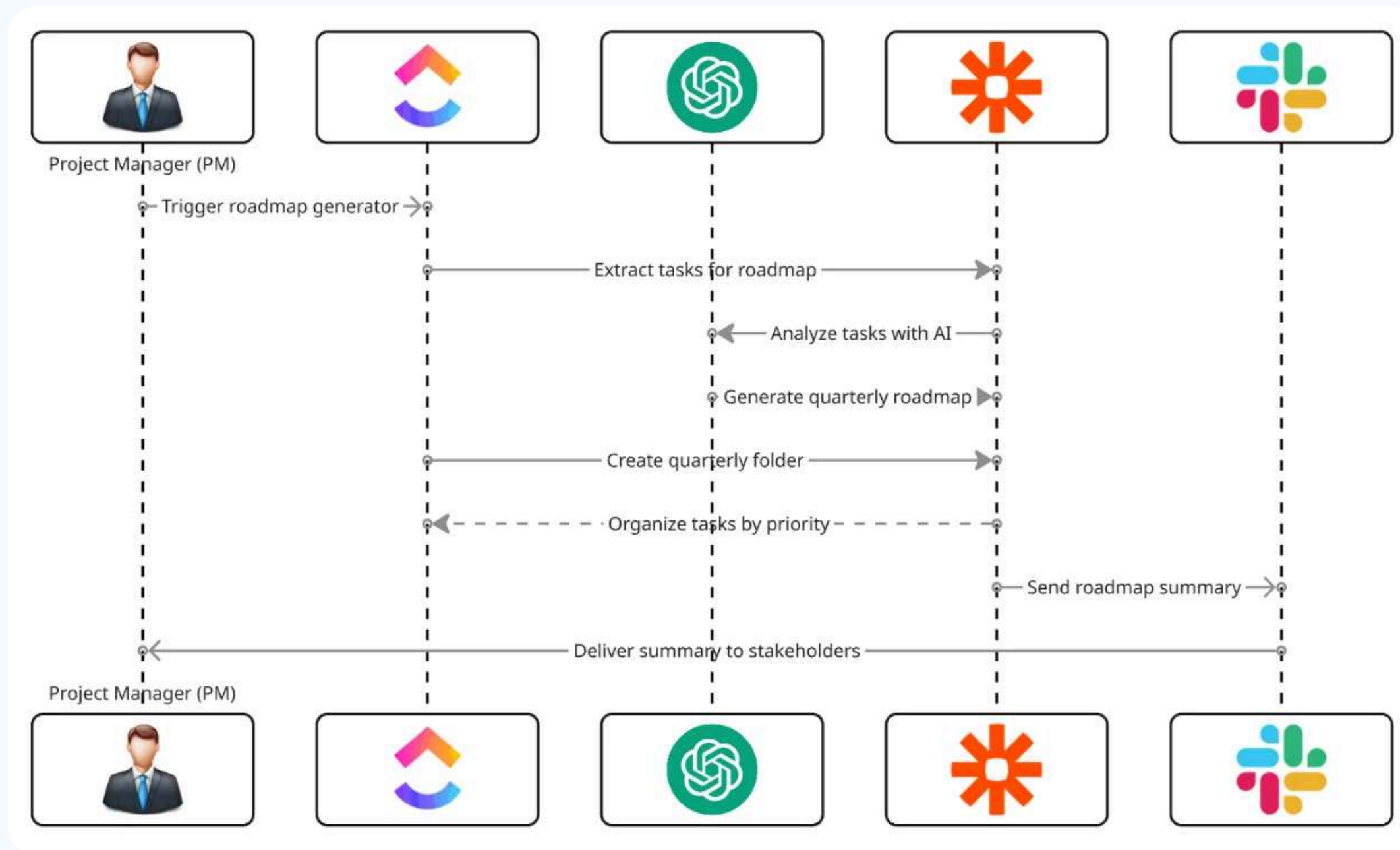
- AI-driven task scoring inside ClickUp
- Priority logic based on urgency, impact, and workload
- Automated updates and risk alerts via Slack
- Reduced manual PM intervention

➤ Results & Impact

The workflow saved 350+ hours of PM time per year, improved delivery predictability, reduced execution delays, and created a scalable, repeatable prioritization system across teams.

Roadmap Automation Framework

Turning 300+ Backlog Tasks into Instant Quarterly Roadmaps



Case Study Overview:

Managing quarterly planning across multiple teams became inefficient due to a growing backlog of unstructured tasks. Manual prioritization and roadmap creation consumed significant PM time and delayed execution readiness.

➤ The Problem

- 300+ backlog tasks spread across tools
- Manual prioritization slowed quarterly planning
- No standardized roadmap structure
- High dependency on PMs for repetitive planning work

➤ The Solution

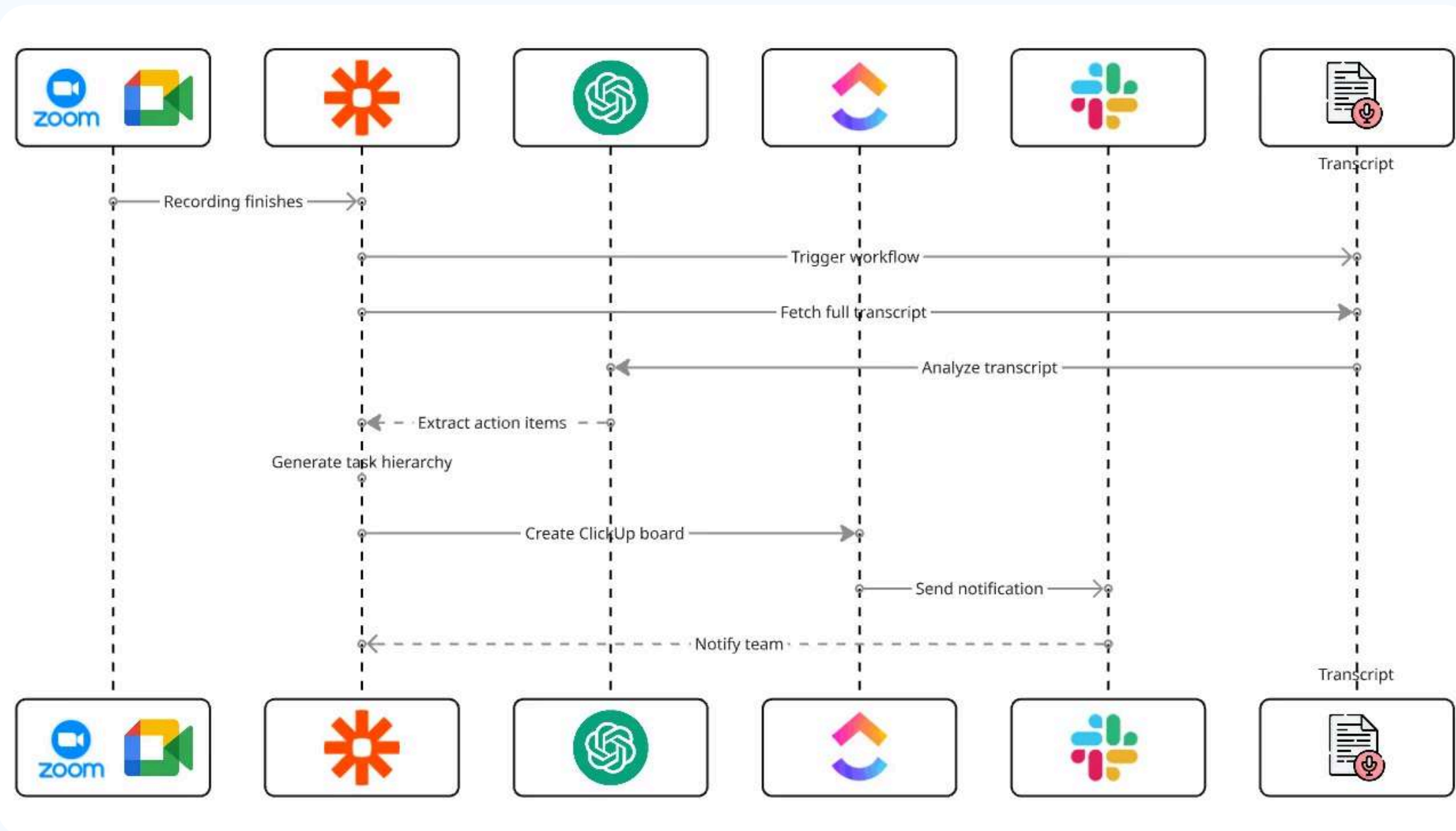
- Automated backlog extraction from ClickUp
- AI-driven prioritization using defined business rules
- Automatic quarterly roadmap generation
- Instant stakeholder-ready summaries via Slack

➤ Results & Impact

This framework reduced planning time by 12+ hours per quarter per PM, improved roadmap clarity, accelerated stakeholder alignment, and created a scalable, repeatable planning system across teams.

Meeting-to-Board Automation

Turning 90 Minutes of Meetings Into Actionable Project Boards in Under 3 Minutes Using AI



Case Study Overview:

Teams spent excessive time in meetings, but action items often remained undocumented or poorly structured. Translating discussions into tasks, owners, and timelines required manual effort and delayed execution.

➤ The Problem

- 60–90 minutes of meetings produced unclear outcomes
- Action items missed or delayed after meetings
- Manual task creation wasted PM time
- No standardized structure for follow-ups

➤ The Solution

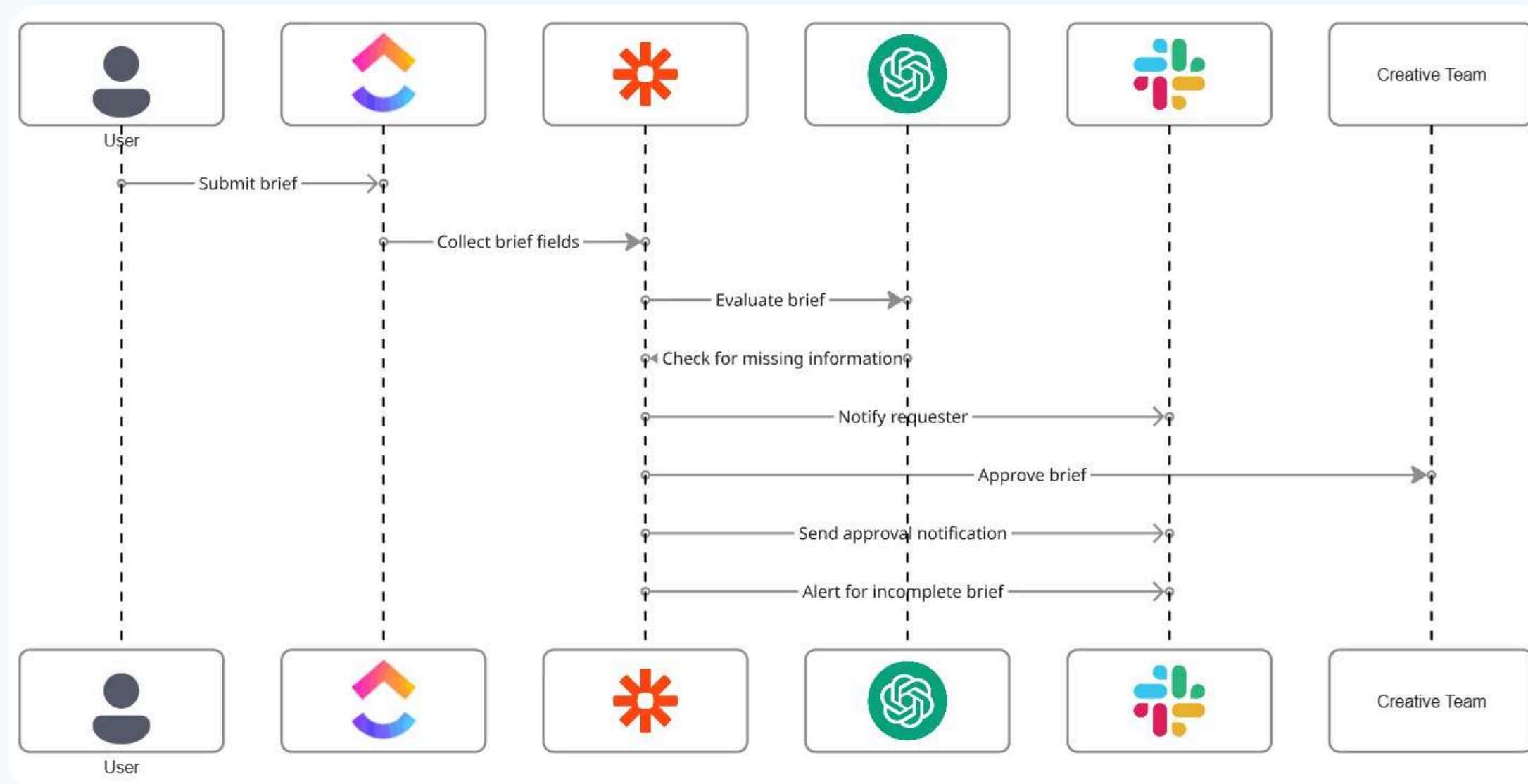
- AI-powered meeting summarization
- Automatic extraction of tasks, owners, and deadlines
- Instant board creation inside ClickUp
- Slack notifications for immediate alignment

➤ Results & Impact

Meeting outcomes were converted into structured project boards in under 3 minutes, reducing execution delays, improving accountability, and eliminating manual post-meeting work for project managers.

Creative Brief Automation

Reducing Revisions by 60% Using AI-Assisted Creative Brief Validation



Case Study Overview:

Creative briefs frequently arrived incomplete or unclear, leading to repeated revisions, misalignment between teams, and delays in campaign execution. Manual validation relied heavily on PM judgment and back-and-forth communication.

➤ The Problem

- Incomplete or vague creative briefs
- High revision cycles between PMs, designers, and clients
- No standardized brief quality check
- Execution delays caused by unclear inputs

➤ The Solution

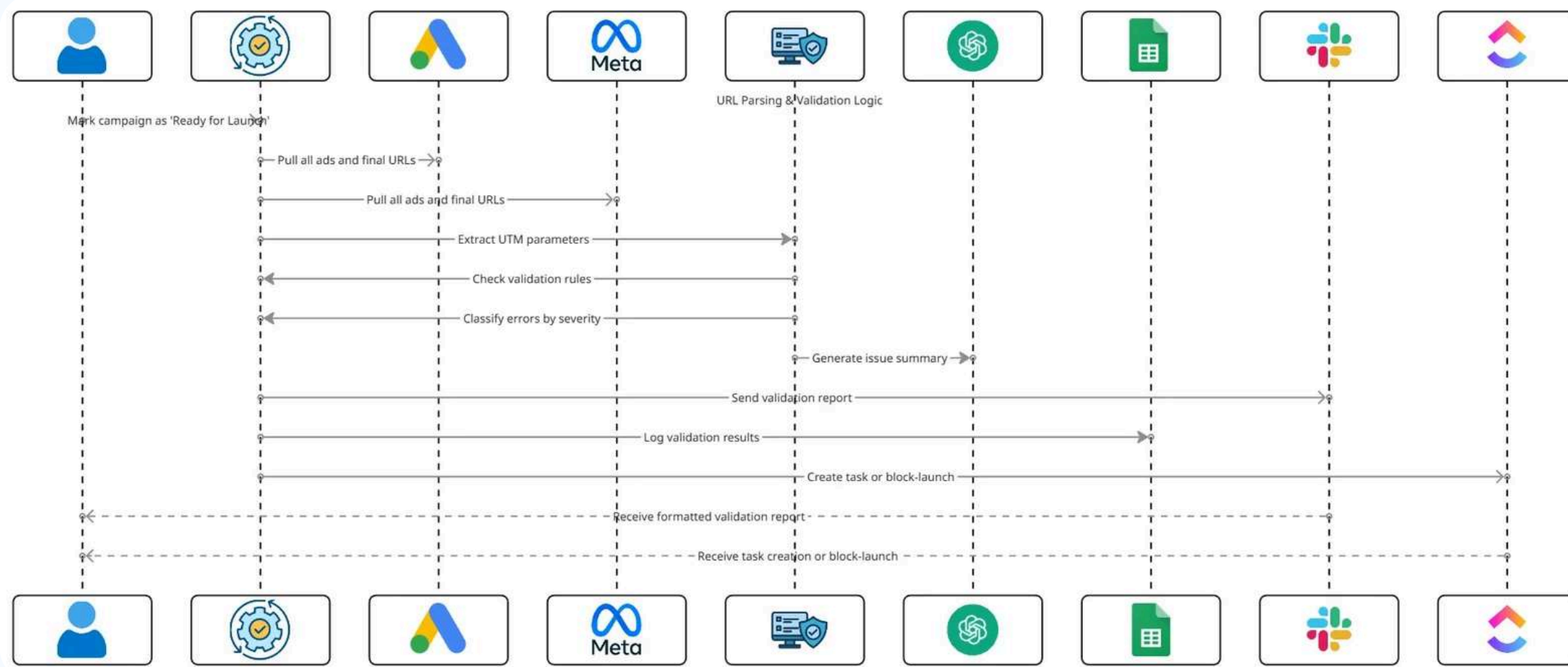
- AI-assisted creative brief validation before execution
- Automated checks for missing goals, assets, timelines, and channels
- Structured scoring and feedback inside ClickUp
- Clear pass/fail logic before briefs enter production

➤ Results & Impact

Revision cycles were reduced by 60%, creative execution became faster and more predictable, and project managers regained control over scope, quality, and timelines—without increasing manual oversight.

Tracking Validation Automation

Blocking Broken UTMs Before Campaigns Go Live



Case Study Overview:

Tracking errors were repeatedly discovered after campaigns went live, causing data loss, incorrect attribution, and wasted ad spend. Manual UTM checks were inconsistent and easy to miss under tight launch timelines.

➤ The Problem

- Broken or inconsistent UTMs across campaigns
- No pre-launch validation process
- Tracking issues detected only after spend started
- High dependency on manual PM checks

➤ The Solution

- Automated pre-launch UTM validation workflow
- Rule-based checks for required parameters and formats
- Instant pass/fail status before campaigns go live
- Automated alerts for fixes inside ClickUp & Slack

➤ Results & Impact

This system eliminated tracking failures before launch, protected attribution accuracy, reduced PM QA workload, and ensured every campaign went live with validated, analytics-ready tracking.

Thank You !

How I Approach Execution

Great execution isn't about doing more —

It's about building systems that make progress consistent, predictable, and scalable. Across every project, I focus on bringing clarity to execution, aligning teams, and ensuring that work moves forward without friction.

That's the standard I aim to maintain.

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