



FAHAD BIN ISLAM

International Business Expert
Certified International Digital Marketing Expert

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PROFILE INFO

Results-oriented leader with a strong track record in driving business growth and operational excellence. Expertise in crafting and executing strategic plans, managing cross-functional teams, and delivering projects efficiently. Demonstrated ability to enhance operational efficiency, foster a high-performance culture, and navigate complex challenges with strategic insight. Dedicated to achieving outstanding results through effective leadership, innovative problem-solving, and precise execution. As a CEO of Features International Limited, I achieved a 30% compound annual growth rate (CAGR) over two years, successfully developing and scaling multiple business ventures. Experienced in International Business Operations and Digital Marketing. Proven expertise in managing global business operations, optimizing international market strategies, and driving revenue growth through targeted digital marketing campaigns. Skilled in developing and executing comprehensive marketing strategies that enhance online presence and drive conversions. Adept at analysing market trends, leveraging digital tools, and managing cross-cultural teams to achieve business objectives. Committed to leveraging strategic insights and innovative solutions to propel global expansion and maximize digital impact.

EXPERIENCE

OCT 2020 - PRESENT

Features International Limited | Dhaka, Bangladesh

CO-FOUNDER & CEO

- Spearheaded the strategic direction and overall operations of the company, leading to consistent growth and significant business development.
- Directed initiatives that resulted in a 30% compound annual growth rate (CAGR) over two years.
- Established a robust presence by identifying and capitalizing on new business opportunities, successfully implementing strategies to expand the business both nationally and globally.
- Managed foreign trade transactions, ensuring compliance with international regulations and fostering relationships with global partners.

FEB-2023- FEB-2024

Jiangxi Wss New Material Co. Limited | Jiangxi, China

INTERNATIONAL BUSINESS MANAGER (REMOTE)

- Developed and expanded the overseas market for the company, leading to increased sales and market penetration in target regions.
- Managed international marketing campaigns, contributing to a significant increase in brand awareness and sales across global markets.
- Managed and grew social media accounts, including content creation, scheduling, and analytics to optimize performance.
- Negotiated and managed contracts with international clients, ensuring favourable terms and long-term partnerships.
- Managed budget allocation and resource utilization to maximize marketing ROI.

EDUCATION

PROFESSIONAL DEGREE IN INTERNATIONAL BUSINESS

2024 | International Business Management Institute, Berlin Germany.

BACHELOR IN INTERNATIONAL TRADE & ECONOMY

2022 | Shanghai University of Electric Power, Shanghai, China.

HIGH SCHOOL DIPLOMA IN COMPUTER SCIENCE & INFORMATION TECHNOLOGY

2018 | Dhaka Govt. Technical Collage, Dhaka, Bangladesh.

SKILLS

- Leadership & Management
- Strategic Planning & Execution
- International Business Management
- Market Research & Analysis
- Negotiation
- Client Relationship Management
- Overseas Marketing & Sales
- Digital Marketing (SEO, SEM, SMM)
- Brand Management
- Project Management
- Effective Communication
- Problem Solving & Critical Thinking
- Teamwork & Collaboration

LANGUAGES

English (C2)

Bangla (C2)

Chinese (A2)

Arabic (A2)

JUN 2024 - AUG 2024

Shanghai Subo Automation Technology | Shanghai, China

PROJECT MANAGER

- Led the development and execution of a web development project, ensuring all milestones were achieved on time and within budget.
- Managed the creation, design, and setup of international social media platforms (Facebook, Instagram) for the company.
- Developed and implemented content strategies that enhanced brand visibility and engagement across social media channels.
- Oversaw the planning and execution of targeted ad campaigns, leading to increased international reach and brand awareness.
- Consistently delivered projects on time by leveraging exceptional time management skills and meticulous planning.

EXPERTISE

Leadership & Management

- Proven track record in leading and managing cross-functional teams to optimize operations and drive business growth.
- Expertise in strategic planning and execution, aligning business strategies with long-term objectives and market opportunities.
- Adept at managing complex projects from inception to completion, ensuring resource optimization, timeline adherence, and successful delivery.
- Strong leadership skills in fostering a results-oriented culture, enhancing operational efficiency, and driving innovation.

International Business Operation

- Experienced in identifying, entering, and expanding into international markets, driving global growth and revenue.
- Extensive experience in developing and executing international marketing and sales strategies that penetrate new markets and drive global revenue growth.
- Skilled in conducting market research, analysing international market trends, and adapting marketing strategies to local cultures and consumer behaviour.
- Proven ability to manage international sales pipelines, negotiate contracts, and secure long-term partnerships in diverse markets.
- Proficient in leveraging cross-cultural communication skills to build strong relationships with global clients and stakeholders.

Digital Marketing

- Advanced expertise in digital marketing strategies, including SEO, SEM, and global social media marketing, to enhance online presence and drive conversions.
- Proficient in managing global social media platforms (Facebook, Instagram, LinkedIn, Twitter, WeChat, TikTok, YouTube) with a focus on content creation, audience engagement, and performance optimization.
- Experienced in planning and executing digital campaigns that align with brand objectives and target audience needs, resulting in increased brand visibility and customer engagement.
- Skilled in using digital marketing tools such as Google Ads, Meta Ads, and Google Analytics to track performance and optimize campaigns.

Web Development & E-commerce

- Proficient in designing and developing user-friendly websites using WordPress, with a strong understanding of HTML, CSS, and JavaScript for custom enhancements.
- Experienced in managing and optimizing e-commerce platforms such as Amazon, Shopify, and WooCommerce, including product listings, sales strategies, and payment processing.
- Expertise in integrating e-commerce solutions with digital marketing strategies to drive online sales and improve customer experience.
- Skilled in developing and maintaining secure, scalable, and high-performing web platforms that support business growth.

REFERENCE

EMDADUL ISLAM

Chairman

Features International Limited

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DOLA LA

Manager

Shanghai Subo Automation Technology

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CERTIFICATIONS

- Certified International Marketing Professional (CIMP)
- Google Certified Digital Marketing Professional
- Google Analytics Certified
- Google Ads Certified
- Meta (Facebook) Ads Certified
- Meta Certified Social Media Marketing Professional
- Business English (BECT) Certified
- European Institute of Leadership and Management Certified (EILM)

TECHNICAL

Market Research & Data Analysis Tools

Google Analytics

SEMrush

Microsoft Excel

Google Data Studio

Digital Marketing

Google Ads

Meta (Facebook) Ads

Meta (Facebook) Insights

SEO Tools (SEMrush & Ahrefs)

Social Media Management

Hootsuite & Buffer

Web Development

WordPress

HTML/CSS

JavaScript

Design & Editing Tools

Canva

Final Cut Pro

LightX

CRM Systems

Salesforce

HubSpot

Project Management

Microsoft Office

INTEREST

PROGRAMMING



PHOTOGRAPHY



FAHAD BIN ISLAM

国际商务专家。
国际认证数字营销专家。



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个人资料信息

结果导向的领导者, 在推动业务增长和运营卓越方面拥有卓越的业绩记录。擅长制定和执行战略规划, 管理跨职能团队, 并高效交付项目。展现出提升运营效率、培养高绩效文化, 并通过战略洞察力应对复杂挑战的能力。致力于通过有效的领导、创新的解决问题方法和精确的执行来实现卓越的结果。作为 Features International Limited 的首席执行官, 我在两年内实现了30%的年均复合增长率 (CAGR), 成功开发并扩展了多个业务项目。拥有国际商务运营和数字营销的丰富经验。精通管理全球业务运营, 优化国际市场策略, 并通过有针对性的数字营销活动推动收入增长。擅长制定和执行全面的营销战略, 提升线上存在感并推动转化率。熟悉分析市场趋势, 利用数字工具, 管理跨文化团队以实现业务目标。致力于利用战略洞察力和创新解决方案推动全球扩张并最大化数字影响力。

经验

2020年10月至今

Features International Limited | Dhaka, Bangladesh

联合创始人兼 (CEO)

- 主导公司战略方向和整体运营, 推动了持续增长和显著的业务发展。
- 指导的举措在两年内实现了30%的年均复合增长率 (CAGR)。
- 通过识别并利用新的商业机会, 建立了强大的市场存在, 成功实施了扩展业务的策略, 覆盖国内外市场。
- 管理外贸交易, 确保符合国际法规, 并培养与全球合作伙伴的关系。

2023年2月-2024年2月

Jiangxi Wss New Material Co. Limited | Jiangxi, China

国际商务经理 (远程职位)

- 开发并拓展了公司的海外市场, 促进了目标地区的销售增长和市场渗透。
- 管理国际营销活动, 显著提高了品牌知名度和全球市场的销售额。
- 管理并发展社交媒体账户, 包括内容创作、排期安排及分析, 以优化表现。
- 与国际客户进行合同谈判和管理, 确保有利条款并建立长期合作关系。
- 管理预算分配和资源利用, 最大化营销投资回报率 (ROI)。

教育

国际商务专业学位

2024 | International Business Management Institute, Berlin Germany.

国际贸易与经济学学士

2022 | Shanghai University of Electric Power, Shanghai, China.

计算机科学与技术高中文凭

2018 | Dhaka Govt. Technical Collage, Dhaka, Bangladesh.

技能

- 领导与管理
- 战略规划与执行
- 国际商务管理
- 市场调研与分析
- 谈判技巧
- 客户关系管理
- 海外市场营销与销售
- 数字营销 (SEO, SEM, SMM)
- 品牌管理
- 项目管理
- 高效沟通
- 问题解决与批判性思维
- 团队合作与协作

语言

英语 (C2)

孟加拉语 (C2)

中文 (A2)

阿拉伯语 (A2)

2024年6月 - 2024年8月

Shanghai Subo Automation Technology | Shanghai, China

专案经理

- 领导了一个网站开发项目的开发和执行，确保所有里程碑按时并在预算内完成。
- 管理了公司国际社交媒体平台（Facebook、Instagram）的创建、设计和设置。
- 制定并实施了内容策略，提升了社交媒体渠道上的品牌知名度和参与度。
- 监督了有针对性的广告活动的规划和执行，提升了国际影响力和品牌知名度。
- 通过卓越的时间管理技能和周密的规划，始终按时交付项目。

专业知识

领导与管理

- 在领导和管理跨职能团队以优化运营和推动业务增长方面拥有卓越的业绩记录。
- 擅长战略规划与执行，使业务策略与长期目标和市场机遇保持一致。
- 精通从项目启动到完成的复杂项目管理，确保资源优化、时间线遵守和成功交付。
- 拥有强大的领导能力，能够培养结果导向的文化，提升运营效率并推动创新。

国际业务运营

- 在识别、进入和拓展国际市场，推动全球增长和收入方面经验丰富。
- 在制定和执行国际营销和销售战略，开拓新市场并推动全球收入增长方面拥有广泛经验。
- 擅长进行市场调研，分析国际市场趋势，并根据当地文化和消费者行为调整营销策略。
- 在管理国际销售渠道、谈判合同并在多元化市场中建立长期合作关系方面具有显著能力。
- 精通利用跨文化沟通技巧，与全球客户和利益相关者建立牢固的关系。

数字营销

- 在数字营销策略方面拥有高级专业知识，包括SEO、SEM和全球社交媒体营销，以提升线上存在感并推动转化率。
- 精通管理全球社交媒体平台（Facebook、Instagram、LinkedIn、Twitter、微信、抖音、YouTube），专注于内容创作、受众互动和表现优化。
- 在规划和执行与品牌目标及受众需求相一致的数字营销活动方面经验丰富，带来了品牌知名度和客户参与度的提升。
- 熟练使用Google Ads、Meta(Facebook) Ads和Google Analytics等数字营销工具来跟踪表现并优化活动效果。

网页开发与电子商务

- 精通使用WordPress设计和开发用户友好的网站，具备HTML、CSS和JavaScript的深厚理解，以进行自定义增强。
- 在管理和优化电子商务平台（如Amazon、Shopify和WooCommerce）方面经验丰富，包括产品列表、销售策略和支付处理。
- 擅长将电子商务解决方案与数字营销策略整合，以推动在线销售并改善客户体验。
- 熟练开发和维护安全、可扩展且高性能的网络平台，支持业务增长。

参考

EMDADUL ISLAM

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DOLA LA

Manager

Shanghai Subo Automation Technology

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认证

- 国际认证营销专业人士 (CIMP)
- 谷歌认证数字营销专业人士
- 谷歌分析认证
- 谷歌广告认证
- Meta (Facebook) 广告认证
- Meta认证社交媒体营销专业人士
- 商务英语 (BECT) 认证
- 欧洲领导与管理学院认证 (EILM)

技术技能

市场调研与数据分析工具

Google Analytics

SEMrush

Microsoft Excel

Google Data Studio

数字营销

Google Ads

Meta (Facebook) Ads

Meta (Facebook) Insights

SEO Tools (SEMrush & Ahrefs)

社交媒体管理

Hootsuite & Buffer

网页开发

WordPress

HTML/CSS

JavaScript

设计与编辑工具

Canva

Final Cut Pro

LightX

客户关系管理系统 (CRM 系统)

Salesforce

HubSpot

项目管理

Microsoft Office

兴趣

计算机编程



摄影

