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SUMMARY

Marketing graduate with experience in business development, lead generation, brand strategy, and digital marketing. Skilled in B2B outreach, market research, CRM management, and creative design, with hands-on experience using Salesforce, LinkedIn Sales Navigator, Apollo.io and AI tools. Strong background in leadership, project coordination, and cross-functional collaboration through internships, university clubs, and professional roles.

EDUCATION

Bachelor of Business Administration

2025

Bangladesh University of Business and Technology (BUBT)

CGPA – 3.80

Major – Marketing

HIGHER SECONDARY CERTIFICATE (H.S.C)

2021

Dhaka Commerce College

GPA – 5.00

Major – Commerce

SECONDARY SCHOOL CERTIFICATE (S.S.C)

2019

Adarsha High School

GPA – 4.36

Major - Commerce

EXPERIENCE

Junior Executive, Marketing - Augmex Technologies Ltd.

May 2026 - Present

- Conducted market research across 5+ targeted growth projects to identify new business opportunities and refine the Ideal Customer Profile (ICP).
- Designed and scheduled 30+ visual assets and social media content pieces per month using Meta Business Suite, and buffer ensuring consistent corporate brand identity.
- Collaborated with a core growth team of 4+ members to align marketing deliverables.

Intern, Business Development - Augmex Technologies Ltd.

Jan 2026 - May 2026

- Identifying and mapping KDMs aligned with ICP to support targeted B2B sales pipeline development.
- Generated over 67,000 organic impressions across Facebook & LinkedIn within one month through content marketing and social media engagement strategies.
- Enriched & maintained 40,000+ CRM records, improving data accuracy, lead quality, & sales pipeline management.
- Gained experience in Automation using tools like instantly, zapier and apollo.

Social Media Manager - Adviza International

Sep 2025 - Nov 2025

- Designed 30+ social media content for local and international clients, strengthening brand identity and engagement.
- Managed client communications, project workflows, and content scheduling through Meta Business Suite.

PROFESSIONAL HIGHLIGHTS

- Skills:**
 - Growth & Marketing:** Brand Strategy, Market Research, Data Analytics, B2B Lead Gen, Cold Outreach.
 - Tools:** Salesforce, Apollo.io, LinkedIn Sales Nav, Illustrator, Photoshop, Canva, AI Tools (Claude, Perplexity, Image gen tools).
 - Languages:** Bangla (Native), English (Fluent).
- Leadership Activity:**
 - Head of Corporate Affairs and Alumni Relations of **Career Guidance Office** - BUBT.
 - Branding and Marketing Lead at **TEDxUttara**, Secretary of Rotaract Club, Media Secretary of BUBT Social Welfare Club, Visualizer at Leo Club of Dhaka Greenbay, Sub Executive at BUBT Business Club.
 - 70+ designs within 2 months as a Brand Designer for **Hult Prize BUBT 2024**.
 - Campus Ambassador at Creative IT, YSSE, Skill Catalyst, Property Guru & BUBT Career Guidance Office.
- Awards & Honors:**
 - BASIS Leader of the Year 2024; Lead Luminary- LEAD Academy; Executive Recognition- Hult Prize BUBT. Executive - BizzMasters 2025
 - Competitions & Scholarships: 3rd Place- Ad-Making Competition (BUBT); 70% Scholarship- ISCEA Global Case Competition 2025, Aspire Leaders Program ALP'2026 - Harvard Business School
 - Leadership & Events: Organizer- GritQuest Career Development (BUBT); Best Dept - TEDxUttara

Reference: Dr. Mohammad Raihanul Hasan, Director of Career Office, BUBT - 01711301177 - raihanul@bubt.edu.bd