



Mohtasim Alam Maruf

Graphic Designer | Digital Marketing & SEO

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PROFESSIONAL SUMMARY

Creative digital marketing professional and graphic designer with hands-on experience in social media management, Google SEO and brand design. Promoted to Bangladesh Team Head at CarrotSoft UK within a year of joining, leading the digital presence of UK retail brands including Budgens and Selekt Chicken. Bilingual in Bengali and English, combining strong design skills with strategic marketing insight. Pursuing an LL.B (Hons) alongside full-time work, reflecting disciplined time management and commitment to continuous growth.

PROFESSIONAL EXPERIENCE

CarrotSoft UK – Bangladesh Operations

July 2025 – Present

Bangladesh Team Head *(Promoted)*

2026 – Present

- Lead Bangladesh team operations for high-profile UK retail brands, bridging UK and Bangladesh digital initiatives.
- Direct social media strategy across multiple premium brands, including Budgens and Selekt Chicken.
- Execute Google SEO optimisation and organic search strategies to strengthen brand visibility.
- Oversee graphic design operations and creative content production, ensuring brand consistency.
- Manage team performance and campaign execution from planning through delivery.

Graphic Designer & Social Media Manager

July 2025 – Early 2026

- Designed social media creatives and managed the day-to-day digital presence of UK retail brands.
- Earned promotion to team leadership within one year through consistent performance.

Rangdhon Education Consultancy

Nov 2024 – May 2025

Graphic Designer & Digital Marketing Executive

- Designed marketing graphics and branded collateral for education-sector campaigns.
- Developed digital marketing strategies for educational institutions.
- Managed social media presence and executed multi-channel marketing campaigns.

Primeasia University

Sept 2023 – Aug 2024

Student Ambassador – Admission Support & Digital Marketing / Graphic Design Team

- Supported the admission process, communicating with prospective students and parents.
- Designed admission posters, banners and social media graphics for digital campaigns.
- Supported institutional branding and contributed to digital marketing execution.

Robi 10 Minute School

Aug 2019 – Aug 2020

Student Ambassador (Volunteer)

- Represented the initiative in the Netrakona region and promoted online learning programmes.
- Supported student engagement and programme awareness within the local community.

EDUCATION

LL.B (Hons) – Primeasia University

Currently pursuing – 10th Semester

Summer 2023 – Present

HSC (Humanities) – Susang Government College

GPA 4.20 / 5.00

SSC (Science) – Nazirpur Palli Jagaron High School

GPA 4.50 / 5.00

SKILLS & COMPETENCIES

Design

- Adobe Illustrator – vector graphics, logos, branding
- Adobe After Effects – motion graphics
- Adobe Premiere Pro – video editing & post-production
- Canva – rapid social media design
- AI image & video generation tools

Digital Marketing

- Social media management (multi-brand)
- Google SEO & organic search strategy
- Campaign strategy & execution
- Content calendar planning
- Analytics & performance tracking
- Meta Business Suite, Google Analytics

LANGUAGES

Bengali – Fluent

Reading, writing and speaking

English – Professional working proficiency

Listening: Excellent • Speaking & writing:
Intermediate–Advanced

PORTFOLIO & WORK SAMPLES

[mohtasim.site](#) – social media campaigns, brand design, video editing, digital marketing materials, institutional branding and UK retail brand projects, with detailed case studies.

PROFESSIONAL DEVELOPMENT

Attended multiple digital marketing seminars and workshops; continuously self-learning the latest design tools and marketing trends.