

SABINA ISLAM

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OBJECTIVE

Looking for a full time position in an aggressive and dynamic organization as a **Digital Marketing Strategist** using my years of experience in marketing, graphic design, printing, web, mobile technology and video production.

EXPERIENCE SUMMARY (10 + IN B2B/B2C)

Digital Marketing & Management:

- Experience in robust & scalable DRUPAL solutions, PSD to Drupal, Drupal conversion, custom e-commerce solutions & website development
- Also managed Drupal developers off-shore in theme development, CMS & custom module development according to business needs, Drupal integration to existing site, analyze Drupal performance,
- Marketing research, data analysis, marketing planning, policies, budget allocation, programs & implementation;
- Develop pricing strategies, B2B & B2C brand awareness & reputation management, marketing campaign design & execution;
- Oversee and coordinate product demand & development, product research and marketing trends, customer awareness;
- Direct managing a technical team of off-shore, on-shore web developers, designers, animator etc;
- Develop, train, implemented policies maintaining digital assets, CRM leads, direct mail;
- Experience in organizing and managing trade shows and other promotional events;
- Exclusively plan, strategize & implement company's online organic SEO to ensure 1st page position performing analysis on keywords, website, competitor's ranking & strategy, traffic pattern following WHITE HAT technique, & develop reports;
- Experienced in Marketing Automation Platforms like Hubspot, Marketo, Salesforce and Data Visualization Tools, Survey Tools;
- Manage the CRO (conversion rate optimization) and A/B Testing, lead generation, retargeting using Google Analytic, Optimizely (Heatmap Integration, Multi-page Testing, Funnel testing, Geotargeting, IP address targeting)
- Manage Email marketing: segmentation, triggers, lifecycles (Responsys, Exact Target, Bronto or enterprise-level ESP);
- Manage PPC advertising for Google, Yahoo, Bing and Facebook, YouTube;

Web Development/Application Project Management:

- Extensive knowledge working with PHP, HTML, Node JS, My SQL, MongoDB, PostgreSQL .Net technology, Server Configuration, Cloud Server Management (AWS/ AZUR), Dynamic Database Management; Agile Development, Module Q/A & Beta version testing;
- Extensive knowledge developing web technical plans & infrastructure including CMS & E-commerce System, browser testing, Wire Frame, Flow Chart, UI Creation, Responsive & Mobile site, Blog pages;
- Manage CMS system with custom module development & integration like WordPress, Drupal, Magento, Prestashop, OScommerce, X-cart, Woo commerce, Joomla
- Manage mobile app projects implementing I-Frame and Google GPS technology to reduce cost;
- Working experience with Cybersecurity professional in website & server security, code implementation, cloud server maintenance;

Creative Project Management:

- Creative & technical project management in graphic design, printing, web application, mobile app, animation, video presentation, fulfilling company's needs in creating marketing materials, banners, tradeshow materials, web banners, and other creative services to create brand awareness through web and print media,
- Managed all direct mail campaigns in-house and with agencies;

- Extensive knowledge in managing projects on 3D Studio MX, Maya and Adobe After Effect;

PROFESSIONAL EXPERIENCE

Accuracy Plus California – Brea, CA

Digital Technical Marketing Consultant & Strategist:

Digital Marketing

12-12-14 to Present

- Developing design briefs by gathering information and data through research on promotion, product;
- Thinking creatively to produce new ideas & concepts researching marketing trends and competitor's behaviors
- Create brand awareness on SMM accounts bringing real time followers
- Manage web, design and printing projects from concept to production;
- Responsible to develop websites (5), contents, videos, photo shoot, promotional ads & review system like Google, Yelp, Home Advisor, Angie's List, Thumbtack to increase visibility;
- Manage marketing automation campaigns and analyzing real time feasibility reports for future budget allocation.
- Perform organic global and demography based organic SEO on 200+keyowrds; Generate traffic submitting sites in different directories, link building, tag management, landing page conversion, also on Google local search, performed A/B testing, heat-map, funnel testing via Optimizely.
- Conduct Marketing Automation using Hubspot, Marekto, track records using Google Analytics.

Key Accomplishments: Corporate

- Successfully ensured sites on first page of Google on main keywords on mobile search and desktop search;
- Increasing traffic 200% to different site;
- Successfully completed five sites with online marketing plans
- Successfully increase higher visibility of sites positioning first page ranking on Google, Yahoo, Bing on 250 keywords targeting generating 2000 to 5000 hits a month for each site;
- Run & optimize pay-per-click ads with Google, Bing, Yahoo, Facebook resulting 7000 impressions per week per campaign;
- Bring real-time followers on Twitter 500 a week per site;

Design Dhaka Marketing Group – Moreno Valley, CA

Digital Technical Marketing Consultant & Strategist (Agency):

05-10 to 06-2014

- Manage all web, print & graphics related projects from concept to production for B2B & B2C clients maintaining brands;
- Developing design briefs by gathering information and data through search;
- Produce new ideas and concepts using market trends;
- Work with designers on 2D Illustrations, 3D concept design animation, product presentation;
- Manage all tradeshow graphics, creative projects, booth design, promotional materials design and print;

Web Design, Development and Online Marketing Experience:

- Provided strategic direction, evangelizing the benefits of SEO, SEM, SMM to company's clients and corporate objectives of online/offline marketing strategy as well as the implementation of all organic and paid search initiatives, prepare weekly reports, suggest improvements
- To come up better full proof strategies through all kinds of research like product, price and promotion, competitions, marketing trends for the client's products (B2B & B2C);
- Experienced in bidding project, close sales;
- Oversee retargeting advertising campaigns, ensure routine maintenance, quality assurance by testing, debugging
- Developed all technical requirements targeting clients' business goals, assign and manage project deadline using custom project management tools.
- Responsible to develop all printing and web contents blog creations, optimization;
- Hire & Manage a team of 12 designers, developers, animators:

Key Accomplishments: Corporate

- Successfully Completed 550 creative design and printing projects for different B2b & B2C clients;
- Developed new product and services according to the emerging needs to increase market share;
- Establish business networking by different non-profit organization, events, trade services;
- Accomplished 5 STAR reputation for the company;
- Successfully launched 85 to 100 websites with creative layout and CMS content management system;
- 1st page top placement on Google, Yahoo, MSN within 6 months on major keywords resulting increase in clicks from 10 per day to 600 per day;
- Established significant numbers of repeated clients, 10 a year;

Alvarado Manufacturing Company – Chino, CA*Digital Technical Marketing Consultant & Strategist:*

08/08-12/10

Digital Marketing, Department Management, Creative Projects & Tradeshow

- Creating content for sales sheet, web sites, press release, blogs, news, white paper, legal compliance document;
- Administered lead generation and e-mail response; Managed and trained CRM database (cold leads/hot leads) on daily basis;
- Launched, managed database marketing and direct mail campaign, email marketing;
- Organized trade shows managing contract, tracking and recording merchandise, managed lead input to CRM, develop presentation by PowerPoint and videos;
- Implemented policies and procedures in marketing department for literature request, digital photos and digital files, passwords, hosting and 3rd party account info.
- Conceptualized, developed and executed high end design in all print and marketing materials, catalogs, data sheet, technical drawings, press releases offline/online;
- Worked closely with cross functional team increase sales, quality of customer services, communication for sales leads;
- Organized video and product shoot, developed photo and video gallery;
- Lunched new product line & created e-commerce site with various database integration
- Maintained strategic search engine optimization includes keyword analysis, content development, meta tags, web crawler's file development, site submission to ensure ranking position;
- Analyzed traffic in details and behavior using Google Analytics, Web Trends, User-views, Yahoo Analytics, Crazy Egg;
- Perform A/B testing and retargeting customers;
- Launched and managed SEM ads on major search engines and managed SEM budget of \$5000 to \$10000 per month;
- Analyzed ROI on different PPC campaigns and took necessary steps to enhance ad performance;

Key Accomplishments: Corporate

- 1st page top placement on Google, Yahoo, MSN within 9 months on major keywords search resulting increase in clicks from 80 per day to 240 per day; Successfully developed a process to maintain and update sites for other personals in the company and kept developing user experience
- Introduced pay-per-click campaigns resulting 100 to 150 new potential customers per day;
- Developed and organized product photo archive of 6000 product photos
- Successfully launched several product catalogs, brochures, Technical Sales Sheet from design planning to final production;
- Planned, managed and launched brand new online store with proper PPC campaign, web page content, testimonials and SEO resulting \$5000 to \$8000 marginal gain to net sales per month;
- Net sales from online source gained to \$40,000 per month;

Specialty Motions Inc. – Corona, CA

Senior Ecommerce/Online Marketing Specialist

6/06-4/08

Creative Project Management and Online Marketing:

- Re-designed website of 235 pages with new animation, graphics, layout from concept to production;
- Performed search engine optimization with keyword analysis;
Managed online pay-per-click ad campaigns and competitive analysis, such as competitors' website ranking, user activities and search engine referrals through Google Analytics and Google Web Optimizer Tools;
- Analyzed ROI on different PPC campaigns and prepared suggestions and options for marketing director;

Lasik Empire Inc. – Riverside, CA

Senior Marketing Coordinator

01/04-02/06

Creative Project Management & Online Marketing:

- Synchronized and coordinated various print and direct marketing campaigns through direct mail advertisements & other outdoor media advertisements to enhance advertising frequency and brand awareness;
- Manage all marketing department activities, creative project deadlines, local events, local vendors, other creative assistants. Maintain website with updated company news, photos, doctors/patient testimonials, videos etc. Also manage marketing on cosmetic surgery and optometry departments.
- Prepared marketing budget, developed ROI, Worked with legal health compliances on disclaimer, patient consents following federal law guidelines, also front office policy & procedures, and call tracking reports;

INDUSTRY EXPERIENCE

B2B: Manufacturing Industry- Engineering, Entertainment, Construction, Commercial Property Management, Pest Management, Food Manufacturing, Actuator, Cybersecurity, Fitness Equipment

B2C: Pest Control, Fashion, Cosmetics, Fitness, Travel, Cruise, Construction, Schools, Event Planning, Senior Care, Solar industry, Insurance, Real Estate, Health Care (Dentist, Non-invasive Heart Surgery, Spine, Lasik)

EDUCATION

AS in Digital Art, Web development & Visual Communication

Certification in Php & My SQL, 3D Maya, Videography & Presentation

BSS in Economics, **MSS** in Economics

MBA in Technology Management (2000 to 2002)

TECHNICAL KNOWLEDGE

Software Skills – StudioMX, Maya, AfterEffects, Adobe Photoshop CS5 & CS6, Adobe Illustrator CS5 & CS6, In Design CS6, Fireworks CS6 & CS6, Coral Draw, Adobe Dreamweaver CS4, Adobe Flash CS4, HTML, Java Script, J-query, SEO Studio, PowerPoint, Excel, Word, Php & My SQL,

Mobile Application Technical Knowledge:

- *Andriod, Iphone- Xamrine Platform*

Note: Recommendations & Portfolio will be provided upon request!

Relocation in Southern California will be possible with own cost if needed!