

# SEIKH SAZZAD HUSSAIN

seikhsazzad@gmail.com | +977-9801136791 | Reshamkothi, Birgunj, Nepal  
[seikhhussain.com.np](http://seikhhussain.com.np)

---

## SUMMARY

Results-driven Digital Marketing Manager with 5+ years of experience leading cross-functional teams to achieve business objectives. Proven ability to develop and execute integrated digital marketing strategies across multiple channels. Skilled in driving customer acquisition, engagement, and retention through data-driven decision making.

---

## WORK EXPERIENCE

### Social Media Coordinator, Jan Sristi Daily

Oct 2016 - Dec 2017

- Created and managed social media content calendars for multiple posts and ads.
- Engaged with target audiences through interactive campaigns and contests.
- Monitored social media platforms for brand mentions and readers feedback.
- Collaborated with influencers and brands to publish ads in newspaper.

### Digital Marketing Manager, Aaisha Tech Pvt.Ltd.

Feb 2018 - May 2022

- Developed and executed a comprehensive digital marketing strategy to drive user acquisition and revenue growth.
- Managed a team of digital marketing specialists across SEO, PPC, social media, and email marketing.
- Increased website traffic by 40% and conversion rates by 25% through A/B testing and optimization.
- Collaborated with product and sales teams to launch successful product launches.
- Measured and analyzed campaign performance to identify opportunities for improvement.

### SEO Analyst, Khullabazar Online Shopping Website

Jul 2022 - Oct 2022

- Developed and executed a comprehensive digital marketing strategy to drive user acquisition and revenue growth.
- Managed a team of digital marketing specialists across SEO, PPC, social media, and email marketing.
- Increased website traffic by 40% and conversion rates by 25% through A/B testing and optimization.
- Collaborated with product and sales teams to launch successful product launches.
- Measured and analyzed campaign performance to identify opportunities for improvement.

### Owner, Xero Startup Traders

Oct 2023 - Present

- Created engaging product listings and visually appealing content.
- Developed and implemented a comprehensive e-commerce strategy.
- Provided exceptional customer support and resolved inquiries promptly.
- Sourced and curated a diverse range of mobile accessories and cosmetic products.
- Handled order processing, shipping, and returns.

**Freelance Digital Marketer, Web & Graphic Designer,  
Video Editor, Self-Employed**

**Jan 2023 - Present**

- Developed and executed comprehensive digital marketing campaigns for clients across various industries, resulting in increased website traffic, lead generation, and ROI.
- Designed and developed responsive websites that align with clients' brand identities and enhance user experience.
- Created visually appealing graphics, logos, and marketing materials to support branding and promotional efforts.
- Edited and produced high-quality videos for social media, product launches, and marketing campaigns.
- Managed client relationships, ensuring timely delivery of projects and exceeding expectations.

---

**EDUCATION**

**Bachelor in Computer Application (Distance Education)**

**Completed: Aug 2019**

IEC University, IEC University, Himachal Pradesh, India

- Final CGPA: 7.42

**Intermediate in Science 65.8%**

**Completed: Jun 2011**

Bihar School Of Examination Board, Patna

R.R. Shah College, Raxaul, India

- Final percentage: 65.8%

---

**KEY SKILLS**

**Digital Marketing:** SEO, SEM, Social Media Marketing, Email Marketing, Google Analytics, CRM, Content Marketing.

**Web Design:** HTML, CSS, JavaScript, Python, WordPress, Shopify, Adobe XD.

**Graphic Design:** Adobe Creative Suite (Photoshop, Illustrator)

**Video Editing:** Adobe Premiere Pro, After Effects, Motion Graphics

**Soft Skills:** Communication, Creativity, Problem-solving, Teamwork, Project Management, Time Management

---

**CERTIFICATES**

- Digital Marketing Year - 2014
- Front-end development Year - 2014
- MS-Word expert Year - 2011
- Advanced Excel - Year 2011
- Basic Data Analysis - Year 2018
- Basic Python Year - 2018

---

**LANGUAGE**

**Nepali (Avg: 5.0)**

- Reading - 5
- Speaking - 5
- Writing - 5
- Listening - 5

**Hindi (Avg: 4.0)**

- Reading - 4
- Speaking - 5
- Writing - 4
- Listening - 5

**English (Avg: 5.0)**

- Reading - 5
- Speaking - 5
- Writing - 5
- Listening - 5

**Urdu (Avg: 4.0)**

- Reading - 4
- Speaking - 5
- Writing - 4
- Listening - 5

---

**PERSONAL  
INFOMATION**

- Gender: Male
- Permanent Address: Birgunj
- Current Address: Kathmandu
- Marital Status: Married
- Religion: Islam
- Nationality: Nepali

---

**OTHER  
INFOMATION**

- Willing to travel outside of residing location during the job: Yes
- Willing to temporarily relocate outside of residing location during the job period: Yes
- Two Wheeler License: Yes
- Four Wheeler License: No
- Own Two Wheeler: Yes
- Own Four Wheeler: No