



Fariha Rahman

Paid Social Media Specialist
| Crafting Digital Strategies |
Content Planning

📍 Birmingham, UK

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Languages

English (Work Proficiency)

Hindi (Fluent)

Bengali (Native)

About

Experienced digital marketer with 6 years in proven success in boosting brand visibility and engagement for both startups and established brands. Ready to drive impactful results through creative strategies and strong analytical skills.

BRANDS WORKED WITH

Carat

JAAGO Foundation

Sailor By Epyllion Group

Telenor Bangladesh

YouBamboo | Sustainable Fashion Brand

Experience

● Social Media Marketing Specialist

YouBamboo | Sustainable Fashion Brand | Mar 2023 - Now

Digital Strategy and Execution for channel promotion Campaign Concept & Planning for Awareness, Traffic & Engagement Influencer Marketing Digital Paid Media Ad-Ops (Planning and Execution) Reporting (Statistical and Qualitative)

● Senior Marketing Executive

Sailor By Epyllion Group | Jan 2019 - Dec 2022

Strategic Planning and Campaign Designing for seasonal and festivals Digital Customer Engagement via Facebook, Instagram and TikTok Quarterly Competitor and Trend Analysis Digital Customer Service and Query Monitoring on Digital Platforms Digital Media Planning, Buying and Optimisation Website Content Writing, UX/UI Design Planning E-Commerce Marketing for Awareness, Traffic, Conversion and Retention Creative Concepts and Copywriting: Sailor Brand Guideline, Campaign & Business Communications Trainer and Mentor: Digital Learning and Customer Service Fashion Direction and Production Management Statistical and Qualitative Reporting Notable Achievements: Established Digital Identity and formed brand guideline for Sailor Created Sailor Love Station Digital Community of 43,000+ Members Developed the Digital Customer Service Modality to achieve responsive rate Designed the UX/UI for Sailor App Team Winner of Bangladesh Retail Awards 2021: Best Retailer - Fashion & Apparel Category 30% Increase in Total Audience Reach, 40% Increase in Web Traffic by the end of 2022 Introduced Influencer Campaign for Sailor in 2021 Designed and Implemented Employee Engagement Campaigns Showroom Promotion and Culture-based Marketing Based on 10 Different Outlets Across Bangladesh Google Business Location Marketing for all 20 Outlets Sailor 360 Virtual Shop Campaign Launch

● Digital Executive

Carat | Aug 2017 - Dec 2018

(Official Affiliate of Dentsu International in Bangladesh) Digital Marketing Strategy and Campaign Development Brand and Consumer Analysis Media Buying Forecast, Budgeting and Optimization Digital Key Accounts Manager of - Body Shop Bangladesh, Standard Chartered Bangladesh, NOKIA, Honda Bangladesh, YELLOW - Bangladesh-based fashion brand and clothing retailer owned by Beximco, Lovello - An ice cream Brand of Bangladesh, Kumarika - Hair Oil Brand by Hemas Group, a public quoted company in Sri Lanka Notable Achievements: Drive 40% e-commerce revenue of YELLOW (fashion brand and retailer) Secured win in two pitches (Kumarika and Nokia). Campaign planning of The Body Shop launching in Bangladesh Winner of RECMA as one of the Top 3 Media Agencies in Bangladesh for 2017 (Departmental Role)

● Customer Manager

Telenor Bangladesh | Jan 2017 - Apr 2017

CRM(Customer Relationship Management) Technical & non-technical issues using tools Customer Communication Sale through inbound contacts



- **Social Media Intern**

JAAGO Foundation | May 2016 - Jul 2016

Performed Social Media Monitoring Content & Data Analysis Content Generation Query Management Real-Time PR Communication

Education & Training

2023 - 2024

- **Aston University**

MSc Strategic Digital Marketing,

2012 - 2016

- **University Of Liberal Arts**

B.S.S (Hon's) in Media Studies & Journalism,