



Naoshadul Islam

Bangladesh

 naoshadul@gmail.com

 +1 302 261 2666

 [linkedin.com/in/naoshadul](https://www.linkedin.com/in/naoshadul)

Summary

Naoshadul is a highly experienced and competent Automated Marketing Implementation Specialist and an early adopter and advocate of the concepts and best practices now associated with successful CRM tools.

His professional attitude and excellent manners are lauded by the 100 plus small to enterprise-level clients, across multiple industries, he has assisted in implementing CRM.

As a Certified Implementation Specialist, Naoshadul's focus includes CRM implementation, CRM data migration, integration, and marketing automation to provide strategic recommendations that help clients connect with their own customers, communicate their brand and messaging and reach their KPI and ROI goals.

Enabling people to leverage the maximum value from a CRM is achieved with the complementary creative skills that Naoshadul brings to his service offering.

Experience

Founder & CEO

SaaSpot

Oct 2019 - Present (2 years 9 months +)

SaaSpot wants to provide every business and organization with the ability to reach their customers. The main vision has always been to build the most comprehensive communication solution on the market.

In the beginning, SaaSpot faced start-up struggles as it built an identity and a culture. As SaaSpot grew, the company focused on raising capital, developing local talent, and supporting nonprofit organizations.

SaaSpot is now a leader in customer flow communication, personalized communications, and engagement automation. We support a growing client base ranging from small and mid-sized businesses.

Co-Founder & Managing Director

Khacha

Oct 2018 - Present (3 years 9 months +)

Since 2017 Khacha has been making clothing into art. Khacha creates original works of art and then paint them on Saree, Panjabi, T-Shirt, One Piece and Dresses for everyday wear or special occasions.

Implementation Specialist

Envision Digital Pty Ltd

Jan 2019 - Present (3 years 6 months +)

Envision Digital is at the forefront of this migration to the cloud, combining Australia's leading cloud-based business systems with personalized service.

We deliver tailored systems solution that will improve your business' efficiency, profitability and productivity.

Our approach to all of our clients is to work on a long term strategy with a short term action plan that outlines when what and who will get the job done.



HubSpot Developer

Hubspot CMS design studio

Jul 2017 - Dec 2018 (1 year 6 months)

Working on projects utilizing JavaScript, CSS, HTML5 and Hubspot.

- Content management systems
- Front-end designs and back-end services
- Responsive development, desktop applications, and mobile applications.
- 100+ landing pages
- List management & segmentation
- Emails and email workflows, simple and complex workflows
- Persona development
- Blogging, reporting, and analytics
- A/B testing, SMART pages, lead scoring, and overall campaign design and management.



Inbound Marketing Manager

Baeldung

Jan 2016 - Jun 2017 (1 year 6 months)

In charge of attracting site traffic, converting that traffic into new leads for the business, and nurturing those leads to close into customers, the latter of which sales leadership helped me accomplish.

Responsibilities:

- Build and manage a rich content/editorial calendar that attracts a qualified audience to owned properties (including blog posts, whitepapers, ebooks, reports, webinars, infographics, etc.).
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Optimize marketing automation and lead nurturing processes through email, content, and social channels.
- Establish closed-loop analytics with sales to understand how inbound marketing activity turns into customers, and continually refine our process to convert customers.



SEO Manager

Food & Beverage Singapore

Jan 2013 - Dec 2015 (3 years)

Responsible for identifying and executing opportunities to improve both company and content's search rank for key terms at the top, middle, and bottom (branded) of the marketing funnel.

Responsibilities:

- Manage both on-page SEO and off-page SEO for the company.

- Collaborate with content marketing and blog contributors to create high-quality content around important, relevant terms.
- Manage and improve organic search engine performance and goal-setting based on click through rates, traffic, and conversions.
- Stay up-to-date with the latest trends and changes with SEO and major search engines.

Education

University of Rajshahi

Master of Business Administration - MBA, Marketing

2018 - 2018

The MBA Program for Business Graduates consists of 10 courses of which there shall be 5 prerequisite courses and 5 specialized courses. The MBA program for Business Graduates shall be of 36 credit hours of which 30 for course work, 3 for Viva Voce and 3 for Internship Report/Project Paper. Viva Voce examination shall be held at the end of the second semester examination.

Licenses & Certifications

HubSpot Content Marketing Certification - HubSpot Academy

Issued Aug 2017 - Expires Oct 2019

40483E9128444E29A89FAFC057319669

HubSpot Design Certification - HubSpot Academy

Issued Aug 2017 - Expires Dec 2018

BF8632B9C5AF4AA89EB34471EA712D79

SharpSpring Marketing Automation Certification - SharpSpring (from Constant Contact)

57422444

SharpSpring Sales Certification - SharpSpring (from Constant Contact)

Issued Jun 2019 - Expires Jun 2024

147760

HubSpot Inbound Certification - HubSpot Academy

Issued Aug 2017 - Expires Oct 2019

B06E18097B2D4F9E8B3790CE7F1DE94B

Skills

Inbound Marketing • Marketing Automation • Marketing Strategy • Project Management • Marketing Management • Data Migration • Blogging • HTML • JavaScript • Cascading Style Sheets (CSS)

Honors & Awards

Promotion

Feb 2015

