



Abdullah Al Shabab

Dynamic growth oriented professional with experience of 4+ years in brand communication, project management, growth drive and business development. Experienced in brands communication, strategic planning and adept at exceeding organizational objectives and fostering brand growth.



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AREAS OF EXPERTISE

Brand Communication

Business Development

Marketing Operations

Category Growth

Customer Acquisition Strategy

Digital Marketing

Campaign Management

Social Media Campaign

Brand Identity

Creative Development

WORK EXPERIENCE



Cloudly.io
Brand Specialist

March 2025 - Till Now

- Successfully increased brand awareness by 30% through targeted marketing campaigns and social media initiatives.
- Led the successful launch of three new cloud services, resulting in a 25% increase in revenue.
- Conducted comprehensive market research to identify consumer trends, leading to the development of a strategic plan that improved customer engagement and satisfaction ratings by 15%.
- Collaborated with product development, sales, and customer support teams to create a unified brand message, boosting overall brand consistency across all channels.
- Developed and executed an innovative digital marketing strategy that increased website traffic by 50% and generated 40% more lead conversions.
- Restructured the brand positioning to emphasize Cloudly's unique value propositions, enhancing the brand's competitive edge in the marketplace.



Sheba Platform Limited.
Senior Officer, Marketing,
sheba manager

September 2022 - February 2025

- Successfully launched campaigns for sheba manager and Sheba Pay. Contributed 10%-15% growth in GTV, user acquisition and retention by digital campaigns.
- Planning and execution of sheba manager and Sheba Pay categories growth along with brand development.
- Own customer value proposition of sheba manager and Sheba Pay's digital communication.
- Monitored and evaluated marketing and advertising campaigns to support brand consistency and engagement.
- Launched first ever cashless market in bangladesh i.e Gulshan-1 DNCC market along with Dhaka North City Corporation.
- Established 8340 sheba manager points over 64 districts of Bangladesh



HL Tours and Travels
Founder

March 2020 - January 2022

- Oversee daily operations and ensure smooth functioning of the agency. Implement efficient processes and systems for booking, logistics and customer service.
- Manage the company's financial health, including budgeting and financial planning.
- Maintain and strengthen relationships with government clients.
- Address client needs and ensure high satisfaction levels.



Dhaka Electric Supply Company (DESCO)
Intern

June 2019- July 2019

- Responsible for planning and execution of system operations.

EDUCATIONAL JOURNEY

MBA
University of Dhaka
On Going

M.Sc in Information & Communication Engineering
Bangladesh University of Professionals (BUP) - 2022

B.Sc in Information & Communication Engineering
Bangladesh University of Professionals (BUP) - 2019

Higher Secondary School Certificate (HSC)
Bangladesh International School & College - 2015
GPA: 5 out of 5

Secondary School Certificate (SSC)
Bangladesh International School & College - 2013
GPA: 5 out of 5

BEYOND EDUCATION

- Chairperson at IEEE BUP Student Branch.
- Panel Member at International COVID19 congress (ICC-2020).
- Student Ambassador at Student Professional awareness Conference (SPAC).

PUBLICATION

- IoT Based Biofloc Monitoring System
TCCE-2022, Springer - Germany

KEY SKILLS

GTM Strategy

Media Buying Strategy

Communication

Team Player

JAVA

Production Coordination

Adaptable

Negotiation

Adobe Illustrator

SQL

PowerPoint

Web Development

Excel

Brand Guidline Development

LANGUAGES

- Bengali - Native
- English - Full Professional Proficiency
- Hindi - Limited Working Proficiency

REFERENCES

- Muntasir Ahmed
Head of Products and Branding
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- Ahmed Rakib
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