



# 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  
Robi, r-ventures  
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Contact :+8801720568691
- Ahmed Rakib  
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