

# (t) Md Parvez Alam (博文)

E-Commerce & Digital Marketing Consultant at . Mdparvezalam.Com

**Address:** wuxi, china

**Website:** PERSONAL:http://www.mdparvezalam.com

**Email:** parvez.uiu@gmail.com

*Have excellent technical skills, communication skill, & goal-focused professional offering 10+ years of experience in the E-commerce industry. I am motivated & enthusiastic by new challenges & tasks, take the excellent approach to achieve success in E-commerce projects. A results-driven, customer-focused, articulate and analytical Senior E-commerce business developer who can think "out of the box." Strong in online marketing and integration problem-solving skills. Skilled in developing business plans, requirements specifications, user documentation, and architectural systems research. Interested in a challenging technical track career in an application development environment. I want to grow professionally as well as pursue my career in an organization having a good reputation and offering excellent career opportunity.*

*Top digital marketing channels list where I have expertise: 1. Search Engine Optimization (SEO)*

*2. Social media marketing(SMM) 3. Affiliate marketing*

*4. Influence marketing*

*5. Marketing Automation*

*6. Email marketing*

*7. Paid Advertising (SEM) 8. Content Marketing*

*9. Conversion Rate Optimization*

*10. Digital Strategy*

*11. Market Research*

*12. Mobile Marketing*

*13. eStore*

*Setup on B2B & B2C Platforms 14. Magento Store Development & Operation Setup 15. Wordpress Blog & Store Setup*

## EXPERIENCE

### Mdparvezalam.Com

*Sep 2018 to Present*

E-Commerce & Digital Marketing Consultant

### VantacBoard

*Aug 2018 to Present*

Campaign Manager

### FrSky

*May 2016 to Present*

Ecommerce Business Development Manager

FrSky Electronic Co., Ltd. was founded in Wuxi, Jiangsu in Jan, 2010. FrSky is a research and development oriented company, committed to applying innovative technology into the development and manufacturing of electronic products. We have been awarded numerous honorary titles like "Jiangsu Software Enterprise", "Jiangsu High Technology Enterprise", "Jiangsu Small and Medium-sized Technology Enterprises", "Wuxi Top 10 Innovation Enterprise", to name a few from recent years.

### OGasta.Com

*Mar 2014 to Present*

Self Employed

### ProConTra

*Aug 2015 to Jun 2016*

Business Development Manager

ProConTra is an Asian Trading Company founded by a German Ph.D. in Hong Kong. Providing quality service and quality products to China and International customers. To succeed, ProConTra has procedures in place to make sure quality service is implemented in all steps of our product supply chain

### 2 Open. Ecommerce in China. Shanghai & Madrid

*Mar 2015 to Jul 2015*

Digital Business Consultant

2OPEN is a company based in Shanghai that focuses on E-commerce in China and Europe. 2OPEN areas of work are Digital Strategy, E-commerce and Performance Marketing. 2OPEN team is European and Chinese and we learn real time to quickly transfer newer practices to our clients. Being a middle size company in our sector allow us an extra of flexibility and speed.

## - Freelancer

Mar 2008 to Nov 2013

Freelancer - oDesk, Elance, Freelancer and vWorker.

## Take 2 Technology Ltd

Jul 2011 to Jul 2013

### Online Marketing Manager(Remote Job)

Take2Technology specializes in the latest mobile and wireless portable sound and video solutions, wearable technology, gadgets and smart devices. Our product portfolio consists of the latest Bluetooth vibration and hamburger speakers, a range of the latest Bluetooth noise reduction headphones, LCD video display glasses, smart watches, portable projectors, Bluetooth sport bracelets, gadgets, Bluetooth headphone beanies, Bluetooth earphone earmuffs, Android internet TV devices, DLNA WiFi sound adapters and latest smart technology.

## Realtime WebScraper (Amazon Affiliate)

Oct 2007 to Apr 2009

Amazon Affiliate Marketing

## EDUCATION

### Zhejiang University of Science & Technology

2014 to 2014

Chinese Language

## SKILLS

E-commerce, Team Leadership, Project Management, Online Marketing, Vendor Management, HTML, Team Management, Strategic Planning, SEO, Web Development, Microsoft SQL Server, Business Development, Blogging, Project Planning, Management, Business Strategy, WordPress, Electronics, Outsourcing, Mobile Communications, Negotiation, Microsoft Office, CSS, Customer Service, Affiliate Marketing, Sales & Marketing, Business Planning, Social Media Marketing, Email Marketing, Google Adwords Professional, Facebook Fan Page Strategies, Facebook API, Amazon Web Services (AWS), Video Editing, Search Engine Marketing (SEM), Digital Marketing, Market Research, Digital Strategy, Mobile Marketing, Advertising, Marketing, Business-to-Business (B2B), Integration, Marketing Strategy, Customer Relationship Management (CRM), Consulting

## LANGUAGES

**English** (Professional working proficiency), **Bengali** (Native or bilingual proficiency), **Chinese** (Elementary proficiency), **Hindi** (Limited working proficiency)

## CERTIFICATIONS

### Understand and Evaluate Digital Marketing Channels

Nov 2017 to Nov 2017

### Building a Six Figure Marketing Business

Nov 2017 to Nov 2017

### Ultimate Google AdWords Course 2017–Stop SEO & Win With PPC!

Sep 2017 to Dec 2017

### AdWords Search Certification

Dec 2017 to Dec 2018