



Tushar Sheikh

Date of birth: 01/04/2001 | **Nationality:** Bangladeshi | **Gender:** Male | **Phone number:** (+880) 1774405367 (Home) | **Email address:** tushar.mktjnu@gmail.com | **Website:** <https://tushar-sheikh.io> |

Address: Sheikh Bari, Kathurakandi, Naohata Bazar, Muksudpur, 8141, Gopalganj, Bangladesh (Home)

ABOUT ME

Dedicated BBA graduate in Marketing from Jagannath University, Bangladesh, with a CGPA of 3.51. Grounded in consumer behavior, marketing strategy, brand management, and market research, with hands-on experience in digital marketing and e-commerce. Passionate about advancing marketing knowledge through academic research. Seeking a Master's program in Marketing to explore digital transformation and strategic marketing in an international environment.

EDUCATION AND TRAINING

08/03/2022 – 10/05/2026 Dhaka, Bangladesh

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Jagannath University

Field of study Marketing | **Final grade** 3.51/4.00 | **Type of credits** Credit hours | **Number of credits** 132

04/07/2018 – 30/01/2021 Gopalganj, Bangladesh

HIGHER SECONDARY CERTIFICATE (HSC) Govt. Bangabandhu College, Gopalganj

Field of study Business Studies | **Final grade** 3.92/5.00

WORK EXPERIENCE

REMOTE DIGITAL MARKETING STRATEGIST – MODINAVILLAGE.COM – 01/11/2024 – 31/03/2026 – DHAKA, BANGLADESH

- Developed and executed digital marketing strategies focusing on paid advertising and sales promotion
- Planned and managed Meta Ads campaigns to improve brand visibility and website traffic
- Supported promotional activities contributing to measurable online sales growth
- Monitored campaign performance and online customer engagement remotely

DIGITAL MARKETING EXECUTIVE – NAABAMART.COM – 01/02/2023 – 30/10/2024 – DHAKA, BANGLADESH

- Led end-to-end digital marketing and e-commerce operations including social media management and Meta Ads
- Utilized Google Analytics 4 (GA4) and Google Tag Manager (GTM) for campaign tracking and performance monitoring
- Coordinated supplier communications and monitored product availability
- Supported smooth supply chain and online sales operations remotely

SKILLS

Digital Marketing | Social Media Marketing | Content Marketing | Google Analytics | Meta Ads Manager | Google Ads | Marketing Automation | Copywriting | Problem Solving | Creativity | Market Research | Marketing Strategy | Brand Management | Consumer Behavior | Data Analysis | Critical Thinking

CERTIFICATIONS

Creative IT Institute, 01/06/2023

Digital Marketing Masterclass

Mode of learning: Presential

Coursera, 06/06/2026

Foundations of Digital Marketing and E-commerce

Link <https://coursera.org/share/50ff879650b88ca35c93bd5caba277c8>

HubSpot Academy, 08/06/2026

Content Marketing Certified

Link <https://app-na2.hubspot.com/academy/achievements/nxhp29sj/en/1/tushar-sheikh/content-marketing-certified>

EXTRA-CURRICULAR ACTIVITIES

01/01/2023 – 01/01/2024

Head of Operations & Logistics — Jagannath University Career Club (JNUCC)

Led operations and logistics for university career development events

25/12/2022 – 30/06/2024

Rover Mate — Jagannath University Rover Scout Group

10/03/2022 – 10/05/2026

General Member — Marketing Club, Jagannath University

Participated in marketing workshops, seminars, and networking events

HONOURS AND AWARDS

10/09/2023

Champion "One Minutes Show" – Marketing Debating Club

PROJECTS

Blood Finder Web Application — JnuRedDrop

Developed JnuRedDrop, a blood finder web app connecting donors with emergency recipients at Jagannath University.

Link <https://www.jnuredrop.com/>

HOBBIES AND INTERESTS

Research & Analysis

Online Learning

Reading

Volunteering

Travelling

RECOMMENDATIONS

Prof. Dr. Imranul Hoque Chairman, Department of Marketing, Jagannath University

Recommends for Master's admission, attesting to academic excellence and outstanding potential.

Email imranul@mkt.jnu.ac.bd | Phone (+880) 1966995448

Dr. Mahmudul Hasan Fouji Professor, Department of Marketing, Jagannath University

Recommends for Master's admission, affirming academic dedication and readiness for graduate study.

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