

SHADHIN MAMUN

32 Years Old, Bangladeshi, International Sales & Marketing Professional

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EXPERIENCE

Manager

Digital Exports (As known as Sourcery Limited)

📅 January 2019 - Present

📍 Shenzhen, Guangdong, China

- Handling international sales and marketing operations.
- Managing China procurement and Philippines marketing team.
- Connecting the overseas sales team with the Chinese procurement team.
- Managing international shipments.
- Responsible for the promotion of overseas social media accounts and promoting brand awareness and attention.
- According to the characteristics of the brand, product, and target customer group, carry out overseas advertising on Facebook and other platforms.
- Regularly analyze competitors, evaluate advertising effectiveness, analyze advertising data, and continuously adjust marketing strategies.
- Managing the website's search engine optimization and increasing page views.
- Responsible for translating relevant Chinese industry materials into English and organizing overseas exhibition lists.
- Provide product videos, pictures, and promotional ideas, manage new online promotions and other required jobs.
- Manage the development of the new website; Generating Web 2.0 links.
- Carry out email surveys to gather market information.
- Responsible for sending weekly and monthly email newsletters.
- Built Go-To-Market strategies on every product category and managed product life cycle based on market penetration status, customers' plan-o-gram schedule, inventory status, and product profitability.
- Responsible for P&L analysis of each product and analyzed major deals with key accounts reflecting cost, back-end programs, volume, terms, and business risk.

Sales and Marketing Manager

V&T Buttons Manufacturing Co., Ltd

📅 July 2017 - December 2018

📍 Dongguan, Guangdong, China

- Responsible for the operation and promotion of overseas social media accounts (Facebook, Instagram, YouTube and other SNS social platforms).
- Handling all marketing materials for overseas department.
- Handling promotion activities of overseas departments.
- Manage the development of the new website; Generating Web 2.0 links.
- Analyze and summarize current trend and demand, adjust the marketing strategy and carry out corresponding promotion.
- Responsible for opening up overseas markets and introducing new customer.
- Managing the development of new website.
- Built Go-To-Market strategies on every product category and managed product life cycle based on market penetration status, customers' plan-o-gram schedule, inventory status, and product profitability.
- Responsible for P&L analysis of each product and analyzed major deals with key accounts reflecting cost, back-end programs, volume, terms, and business risk.

Freelance Digital Marketer

Outsourcing (Remote)

📅 August 2012 - September 2015

📍 Dhaka, Bangladesh (Remote)

- Started my career as a freelance digital marketer in 2012 during my bachelor studies. That was the beginning of knowing the international market and international marketing. I have had the opportunity to work with more than 150 people and business organizations around the world. In spite of having a different major in my bachelor's, I made myself proficient in all areas of digital marketing. I used to get customers through freelancer.com, Odesk.com (Currently UpWork), Fiverr.com, and a few other outsourcing platforms. I won the BASIS outsourcing award in 2015 for my performance in Bangladesh's IT industry.

EDUCATION

MFA in Fashion

Wuhan Textile University

📅 October 2015 - June 2017

📍 Wuhan, Hubei, China

B.Sc in Textile Engineering

Green University

📅 September 2011 - April 2015

📍 Dhaka, Bangladesh

LIFE PHILOSOPHY

"The choice isn't between success and failure; it's between choosing risk and striving for greatness, or risking nothing and being certain of mediocrity."

AWARD

Freelancer of the Year

BASIS (Bangladesh Association of Software and Information Services)

📅 October 2015

📍 Dhaka, Bangladesh

LANGUAGE PROFICIENCY

English	●●●●●●
Chinese	●●●●●●
Bengali	●●●●●●
Hindi	●●●●●●

TECHNICAL SKILLS

Microsoft Office	Adobe Photoshop	Email Management
Social Media Marketing	E-commerce Management	SEO
Web Template Development	Webpage Management	
Web Hosting Management	CMS	Graphic Design
Google Analytics	YouTube	Alibaba
		Global Sources

INDUSTRY COMPETENCIES

Consumer Electronics	Textile Industry	International Trade
Business Development	Global Logistic Management	B2B
Strategic Management	Team Management	Negotiation
Market Research	Business Analysis	Brand Management
Project Management	Product Management & Marketing	

MOST PROUD OF

Moving to China

Moving to China was one of my great decisions. Chinese are among the most successful people in the world. I wanted to work with them to know how they think. And now I have the chance to gather excellence.

Being Digital Marketer During Studies

During my studies, I have worked with more than 150 customers and business organizations worldwide as a remote digital marketer.

Became a Tech Guy

From the first day I started playing with the computer, technology became my life. My tech knowledge is helping me to find out customer information from limited resources.

A COMMON DAY OF MY LIFE

