

F M ZUBAIR SIRAJ



CONTACT

- +358-417057752
- fmzubair.siraj@gmail.com
- [linkedin.com/in/zubairsiraj/](https://www.linkedin.com/in/zubairsiraj/)
- Rasinkatu 4A 052, Vaanta, 01360

EDUCATION

Haaga-Helia University of Applied Sciences

Bachelor's in Business Information Technology
(2023-Present)

EXPERTISE

- Digital Marketing Strategy:** Expertise in developing and executing SEO, social media, and content marketing plans to enhance brand visibility and engagement.
- Client Management:** Skilled in building strong client relationships and aligning marketing efforts with business goals.
- Social Media & SEO:** Experienced in managing social media platforms and implementing SEO practices to drive organic growth and engagement.
- Team Leadership and Collaboration:** Skilled in leading and mentoring teams while thriving as a collaborative team player to achieve shared goals.
- Event Management:** Skilled in planning, executing, and strategizing pre- and post-event activities for maximum impact.
- Data-Driven Marketing:** Proficient in analyzing campaign metrics to optimize strategies and deliver measurable ROI.
- Content Creation:** Skilled in creating impactful and engaging content.
- Project Coordination:** Experienced in managing end-to-end marketing tasks with cross-functional collaboration.
- Communication:** Excellent written and verbal communication skills, with the ability to effectively present ideas and collaborate with stakeholders at all levels.

PROFILE

As a marketing and Communication professional with experience in digital marketing, event management, and entrepreneurship, I have co-founded TTZ Audio and served as Marketing Manager at Tribus Limited, developing expertise in SEO, content creation, and audience engagement. Currently, I am pursuing a Bachelor's degree in Business Information Technology at Haaga-Helia University of Applied Sciences, focusing on integrating business processes with information technologies to enhance organizational efficiency and service delivery.

WORK EXPERIENCE

Co-Founder & Partner

TTZ Audio, Remote Jul 2020 – Present

- Founded TTZ Audio, a U.S.-registered brand specializing in premium car audio accessories, blending quality with affordability.
- Manage the supply chain, outsourcing products from multiple sources and ensuring high-performance.
- Drive growth, customer satisfaction, and brand presence within the U.S. car audio market.
- Oversee product development, including amplifiers, subwoofers, and custom accessories.
- Build strong supplier relationships to ensure seamless operations and consistent quality.

Marketing & Client Services Manager

Tribus Limited, On-site January 2018- February 2023

- Managed client relationships, ensuring seamless collaboration to align marketing initiatives with business objectives.
- Spearheaded digital marketing efforts, including SEO, social media, and content marketing, to drive growth and enhance brand visibility.
- Led the marketing team, delegating tasks, mentoring team members, and ensuring project timelines were met.
- Organized and managed events, ensuring successful execution and alignment with marketing goals.
- Oversaw all digital marketing tasks, coordinating with clients and the digital marketing team to deliver impactful campaigns.
- Delivered measurable ROI through data-driven campaign analysis and performance optimization.
- Developed and implemented strategies to boost the company's online presence and client engagement.

LANGUAGE

English (Fluent)

Bengali (Native)

CERTIFICATIONS

- [Google Ads - Measurement Certification](#)
- [Google Ads Search Certification](#)
- [How to Set Up a Facebook Ads Campaign](#)
- [How To Get Started With Pinterest Shopping](#)

SOFT SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

Microsoft Office

Canva

Python

Java Script

HTML

REFERENCES

Tanvir Ahmed

Network Engineer, Nokia

☎ +358449767383

✉ etanvir.2k9@gmail.com

Somaya Hasan Eshan

Graduate, Internal Audit, Nordea

☎ +358453492050

✉ eshan.ewu@gmail.com

Marketing Assistant

Techitent, Hybrid

June 2015 - December 2017

- Managed social media accounts for international clients, creating consistent and engaging content to boost audience engagement.
- Gained hands-on experience in On-Page SEO, SEO Audits, Competitor Analysis, Keyword Research, Schema Optimization, and Link Building to enhance online visibility.
- Conducted market research and provided actionable insights to refine client strategies and campaign outcomes.
- Worked closely with cross-functional teams to align efforts and deliver cohesive, impactful marketing campaigns.
- Analyzed campaign performance metrics to identify areas for improvement and implemented strategies to achieve measurable results.

WORKSHOP & OTHER EXPERIENCE

Student Tutor

Haaga-Helian opiskelijakunta Helga

2023

As a tutor at Helga, I assist new students worldwide during their orientation, ensuring their transition into academic life is as smooth and stress-free as possible. I also collaborate in organizing student events and programs to foster a supportive and engaging learning environment.

Trainer and Consultant: Train the Trainer Project

ICT Division | Government of Bangladesh

2022

Contributed to the national initiative to enhance freelancing skills by training trainers who would go on to train aspiring freelancers. Ensured the scalability of the initiative by enabling trainers to mentor future freelancers effectively.

Instructor: Mastering Freelance Platforms

Ostad | [ostad.app](#)

2021

Delivered a practical course on freelancing, covering strategies for career building, project acquisition, and platform navigation. Empowered participants to excel in the freelance economy with actionable insights.

Guest Speaker: Leadership Conversation

DUCSU Technology Conference | University of Dhaka

2019

Delivered a session on the fundamentals of outsourcing, sharing insights on freelancing opportunities, and guiding participants on leveraging digital platforms to build sustainable online careers.