

KAYES ARMAN

Dhaka, Bangladesh | +880 1XXX-XXXXXX | contact@kayesarman.com

LinkedIn: [linkedin.com/in/kayesarman](https://www.linkedin.com/in/kayesarman) | Portfolio: www.kayes.bd



PROFESSIONAL SUMMARY

Dynamic **Operations & Growth Specialist** with hands-on experience in managing teams, optimizing workflows, and running high-ROI marketing campaigns. Proven track record in improving team productivity, boosting customer satisfaction (CSAT), and scaling digital subscriptions. A proactive problem-solver focused on clear communication, accountability, and fast execution.

CORE SKILLS

- **Operations & Leadership:** Operations Management, Team Leadership, Workflow Optimization, KPI Tracking, Customer Experience (CX), Event Management, Budget Handling.
- **Growth & Marketing:** Google Ads, PPC Campaigns, Search Engine Optimization (SEO), Social Media Marketing (SMM), Lead Generation, Sales Funnels.
- **Media & Content:** Video Production & Editing, Ad Scriptwriting, Content Calendars, Copywriting.
- **Tools & Software:** ERP Systems, HR Software, Google Analytics, Meta Ads Manager, MS Office (Excel, Word, PowerPoint).

WORK EXPERIENCE

Operations & Marketing Manager | Jielian Technologies Ltd.

September 2025 – Present | Dhaka, Bangladesh

- Connected daily communication between Support, Technical teams, Partners, and Directors to keep projects running without delays.
- Managed marketing campaigns (Google Ads, PPC, and SEO) to scale web hosting and domain sales.
- Monitored customer support operations and handled critical client issues to keep customer satisfaction high.
- Planned and launched new digital products from start to finish based on market demand.

Operation Manager | Master Academy Bangladesh

March 2024 – October 2025 | Dhaka, Bangladesh

- Led daily operations and supervised 6 teams: Copywriting, Video Production, Graphics, Marketing, Quality Control (QC), and Affiliates.
- Managed departmental budgets and tracked team KPIs using ERP and HR software.
- Built and managed instructor onboarding pipelines and oversaw course video shoots and promotional content.
- Built partnerships with industry influencers and event organizers to expand brand reach.

Business Development Executive | Master Academy Bangladesh

September 2022 – February 2024 | Dhaka, Bangladesh

- Researched market opportunities, generated **70+ qualified leads**, and signed contracts with **25 top instructors within 5 months**.
- Wrote sales-driven video scripts and ensured strict quality checks for all educational course videos.

General Secretary | Society for Young Business Leaders

June 2021 – June 2022 | Dhaka, Bangladesh

- Organized **12 major business events and seminars**, engaging over **500 in-person attendees and 4,000+ online viewers**.
- Secured sponsorships from corporate brands and collaborated with university authorities to organize workshops.

EDUCATION

Bachelor of Business Administration (BBA) | Major in Marketing

Daffodil International University | 2019 – 2023

- **CGPA:** 3.70 / 4.00

Higher Secondary Certificate (HSC) | Business Studies

Azam Khan Govt. Commerce College | 2015 – 2017

- **GPA:** 4.50 / 5.00

HONORS & ACHIEVEMENTS

- **Mark Case & BrandU Challenge Finalist:** Finalist at *Marketous 2.0* competition organized by DIU Marketing Club.
- **Award for Impactful Self-Presentation:** Won recognition for public speaking and pitching at the Open-Air Mock Interview Competition.
- **Social Business Exposure Program:** Participant representing Team "*Amra O Pari*", presenting social business ideas.