Md Ershadul Haque Khan

Brand & Marketing Strategist · Dhaka, Bangladesh

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PROFILE

I'm a Dhaka-based marketer working where brand, data and technology meet. At Cloudly I own brand and social for a cloud, security and digital-transformation company — partnership launches, awareness sprints, a website revamp and campus activations.

EXPERIENCE

Brand Executive — Cloudly Infotech Limited

- Lead end-to-end social media brand strategy across LinkedIn and Facebook — from content plan to creative.
- Grew awareness to 119,000+ LinkedIn impressions and 114,000+ Facebook views in a 30-day growth sprint.
- Launched client partnership announcements, including Rangs Group joining as a Cloudly client.
- Rolled out the corporate website revamp and ran university activation workshops, including at UIU.

Content Executive — PandaMart Shops — foodpanda Bangladesh Ltd.

- Managed vendor catalogues end to end — SKU creation, content curation and categorisation to improve accuracy.
- Configured campaign promotions, including exclusive BOGO deals, plus system-wide price updates.

Jr. Executive, Analytics — Business Intelligence — Bongo BD

- Analysed channel data across Bongo, Totem and Vurse with Google Data Studio (Looker Studio) and Firebase to generate insights.
- Tracked performance and audience retention across 400+ YouTube channels.
- Managed Bongo OTT Tier-2 datasets for Android and iOS while supporting reporting and analysis.

Intern — Commercial, DarazMart — Daraz Bangladesh Ltd. (Alibaba Group)

- Coordinated campaigns with stakeholders and optimised swimlane layouts to drive product GMV.
- Built daily inventory stock reports to track availability and streamline assortment management.

EDUCATION

Master of Business Administration (MBA), Major in Marketing
Bangladesh University of Professionals

Bachelor of Business Administration (BBA), Major in Marketing
American International University-Bangladesh · CGPA 3.63/4.00

Higher Secondary Certificate (HSC), Business Studies
Dhaka Commerce College · GPA 4.08/5.00

Secondary School Certificate (SSC), Business Studies
Monipur High School & College · GPA 4.56/5.00

SKILLS

Marketing & Brand: Brand strategy, Social media growth, Campaign planning & execution, Corporate communications, Partnership announcements, Campus & event activations, Copywriting, Content management

Analytics & BI: Google Analytics, Looker Studio (Data Studio), Firebase, OTT & YouTube channel analytics, Excel reporting, E-commerce campaign ops — BOGO, swimlanes, GMV

Design, AI & Product: Canva Pro, Adobe Illustrator, Affinity, AI image & video generation, Pippit AI, AI-assisted web & app building, UI/UX direction

LinkedIn Skill Assessment certified: PowerPoint, Excel, Word

CERTIFICATIONS

- Google Data Studio: Complete Beginners to Advanced — Udemy
- Excel for Business Essentials — Macquarie University
- Fundamentals of Digital Marketing — Google
- APAC Data Privacy Training — foodpanda

SELECTED WORK

- Rangs Group × Cloudly — client launch — ershadulkhan.pages.dev/work/cloudly-rangs-group-partnership
- 30-day brand growth sprint — ershadulkhan.pages.dev/work/cloudly-30-day-brand-sprint
- Paul Russells — lighting ad creatives — ershadulkhan.pages.dev/work/paul-russells-lighting-ads
- AKIJ ElectroFab — market-entry analysis — ershadulkhan.pages.dev/work/akij-electrofab-market-analysis
- Dhaka Metro Live — ershadulkhan.pages.dev/work/dhaka-metro-live