



# Rabeya Akter

## Creative Tech Specialist & Digital Marketer

Creative and results-driven **Web Developer & Digital Marketing Specialist** with hands-on experience in website development, **landing page design, social media marketing, graphics design,** and **AI-based video creation**. Skilled in delivering high-converting digital solutions for businesses worldwide. Passionate about helping brands grow through modern and effective online strategies.

## Contact

251/1 citadel crown, mirpur,Dhaka  
+01796262338  
rabeyaakterex@gmail.com  
www.rabeya.itghour.com

## Education

### National University

Master's' of M.S.S  
2007-2009

## Skills

### Technical Skills

#### Web Development

- Website Design & Development
- Landing Page Design (High Conversion Focused)
- WordPress / Custom Website
- Responsive Design

#### Digital Marketing

- Social Media Marketing (Facebook, Instagram)
- Content Strategy & Planning
- Lead Generation
- Ad Campaign Setup (Basic)

#### Graphics Design

- Social Media Post Design
- Branding & Visual Identity
- Banner, Poster & Ad Creative
- Video & AI Content Creation

#### Video Editing

- Video Ads Creation
- Short-form Content (Reels, Shorts)

## Tools

- Adobe Creative Suite Photoshop/Illustrator
- Figma, CapCut/Premiere Pro
- AI Tools Midjourney, Runway, HeyGen.

## Languages

- English: Professional Working
- Proficiency
- Bengali: Native

## Certification

- web development
- Graphics design
- Social media marketing

## Work Experience

### Freelance Digital Service Provider

Jan 2018 - Present

- Designed and developed multiple websites and landing pages for clients
- Managed social media marketing campaigns to increase engagement and sales
- Created high-quality graphics for branding and promotions
- Produced AI-based video content and video ads for businesses
- Helped small businesses grow their online presence.

## CORE COMPETENCIES

Jun 2022 - Jan Present

- **Web Development** : Website Design,Theme Customization,Speed Optimization,User Friendly Design, HTML, CSS, bootstrap, JavaScript, PHP, Laravel, WordPress, Elementor, E- Commerce.professional.
- **Graphic Design**: Brand Identity, Social Media , Adobe Photoshop, Illustrator, Canva, Figma.
- **Digital Marketing**: Social Media Strategy, Content Marketing, Meta Ads Manager, Google Analytics, Content Strategy. Ad Campaign & Management.
- **Video Production**: AI-Generated Video Content, Video Ad Creation Adobe Premiere Pro, AI Video Generation, AI Voice over, Script Writing.

## Projects

- Developed business websites and landing pages for various niches
- Created viral social media content and marketing campaigns
- Designed branding materials for online businesses
- Built high-converting landing pages focused on lead generation and sales
- Managed Facebook & Instagram ad campaigns with engagement growth strategies
- Created short-form video content (Reels/Shorts) that increased audience reach
- Designed complete brand identity (logo, color palette, social media kits)
- Developed e-commerce and service-based websites for small businesses
- Optimized websites for mobile responsiveness and fast loading speed
- Created AI-generated promotional videos for marketing campaigns