

Sifat Ullah

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EDUCATION

Texas A&M University, Mays Business School

Master of Business Administration, Marketing

Master of Science, Analytics (STEM)

College Station, Texas

May 2026

May 2026

Institute of Business Administration, University of Dhaka

Bachelor of Business Administration, Finance

Bangladesh

Jun 2020

EXPERIENCE

Robi Axiata Limited

Bangladesh

Manager, Product Marketing and Platform Strategy

Jul 2023- Jul 2024

- Orchestrated comprehensive management of seven customer-facing platforms, including marketing strategy and channel development with a \$4.8Mn department budget, achieving 95% promoter score
- Directed cross-functional team in launching an innovative product vertical through agile methodologies and data driven marketing strategies, generating \$2Mn in monthly revenue within six months
- Demonstrated leadership by directing three specialists and four agencies to handle 4.5M social media queries, using social media management tools and analytical skills to surpass KPI targets by 150%
- Spearheaded strategic planning and collaboration initiatives with Axiata Group subsidiaries in South Asia to drive AI chatbot for digital channels, resulting in 35% growth in active users with 20% optimization in cost
- Boosted customer satisfaction by 30% using a data-driven feedback loop for market research, improving responsiveness in customer-centric service support

Specialist, Product Marketing Strategy

Feb 2021- Jun 2023

- Led the strategic planning of annual product marketing launch activities using market research, data analysis and external partnerships, achieving 20% optimization to \$2.9Mn departmental budget
- Integrated new technologies in brand campaigns to drive brand advocacy and customer engagement through cross-functional partnerships, achieving industry-leading 18% YoY growth in brand preference
- Managed 25+ member creative agency in content creation and development of marketing assets, executing user-centric campaigns and achieving 100% YoY KPI target

Specialist, Product Marketing Campaign Management

Aug 2020- Jan 2021

- Coordinated advertising campaigns across five channels and restructured ad-targeting methodology, achieving 20% YoY revenue growth and the highest retention rate tracked in a decade
- Developed an innovative approach to customer targeting using psychographic profiles with Shareit, achieving 1.4 times better performance than traditional methods- setting a new industry practice

LEADERSHIP

Pothorekha (Co- Founder and CMO)

Jun 2019- Jun 2020

- Spearheaded funding round of \$6,000 to empower disadvantaged artisans, marketing sustainable handmade shoes

Let's Talk Platform (Launched as Robi Axiata DEI initiative)

Oct 2022- Jul 2024

- Bangladesh's first mental health awareness community, serving 11,000+ members and saving over 150 high-risk cases

SKILLS, CERTIFICATIONS & INTERESTS

- Technical Skills:** Tableau, Python, SQL, Generative AI, SAS, R, Power BI, MS Office (Advanced), User experience (UX) design, A/B testing, HubSpot, Mail Chimp, Jira
- Certifications:** Certified Scrum Product Owner (Scrum Alliance 2023), Micro Masters in Marketing Analytics (University of California, BerkeleyX), User Experience Design (Google Career Certificate)
- Awards:** 'Best Social Media Campaign' at 'Global Carrier Awards 2022' and 'Marketing Initiative of the Year' at 'Asian Telcom Awards 2023' for pioneering use of marketing analytics and A/B testing
- Activities:** Winner of HSBC Bank Case Competition 2019, Anker Ad Competition 2017, Econprodigy Case 2018
- Interests:** Mixed Martial Arts (Muay Thai) practitioner, Krav Maga Self Defense (Black Belt)