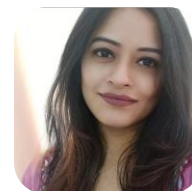


Laura Mohiuddin

Digital Marketing Strategist & Lead



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PROFESSIONAL SUMMARY

Strategic and results-driven leader with 16 years of comprehensive experience guiding organizational growth through strategic initiatives, high-impact marketing solutions, advanced digital marketing strategies, and the execution, implementation, launch and upscaling of large-scale projects and programs. Proven expertise in steering cross-functional teams, designing innovative, data-driven growth campaigns, and transforming complex business challenges into profitable opportunities. Adept at managing end-to-end project lifecycles - from conceptualization and strategic planning through to execution, implementation, and successful market launches. Skilled in cultivating executive stakeholder relationships and leading globally distributed teams to drive performance excellence, sustainable business growth, and impactful digital innovations and implementations.

SKILLS

Strategic & Leadership: Digital Strategy, Cross-Functional Leadership, Change Management, Data-Driven Decision-Making.

Platforms & Methods: Jira, GA4, Semrush, AI-Analytics, Agile, Scrum.

EXPERIENCE

DIGITAL MARKETING STRATEGIST

COBAIT, September 2020–Present

Strategically leading end-to-end digital marketing and SEO initiatives—including high-impact lead-generation campaigns—for COBAIT as well as diverse international clients such as Colony One Auto Center, Bella Vista Windows and Doors, Kodiak DGS, Sign City, TRIULTA, and BizTRAQ. Managing full-cycle strategy and execution to align with growth targets and optimize ROI. Directing globally dispersed teams across multiple verticals, leveraging data analytics, emerging technologies, and agile project management to deliver measurable results. Spearheading strategic marketing campaigns, web-development projects, and advanced SEO efforts, significantly boosting online visibility, customer engagement, and brand positioning.

ICT4D SERVICE DELIVERY MANAGER

BRAC, September 2015–November 2016

- Directed the implementation and scaling of Impact Atlas, a technology solution enhancing transparency and operational effectiveness of BRAC's flagship Ultra-Poor Graduation Programme.
- Led comprehensive strategy development, stakeholder engagement, team leadership, and strategic change management efforts.

- Managed external relations, strategic partnerships, and global collaborations to support BRAC's innovation-driven program goals.

HEAD OF SOCIAL ENTREPRENEURSHIP PROGRAMME

Dnet (Social Enterprise), March 2014–December 2014

- Led the 'Infolady Social Entrepreneurship Programme,' now globally recognized as a transformative rural entrepreneurship model.
- Oversaw strategic program direction, global marketing initiatives, strategic partnership development, and large-scale funding initiatives with DFID, USAID, and other international stakeholders.
- Featured in global media including Al Jazeera, France24, and Philanthropy Age showcasing strategic thought leadership and innovative project scaling.

PROJECT & BUSINESS DEVELOPMENT MANAGER

Gononet Online Solutions Ltd., March 2013–February 2014

- Managed strategic development and commercialization of enterprise software products, using Agile frameworks and market-driven product positioning strategies.
- Successfully commercialized 'Choukash,' a retail management software, leading to substantial business growth.

MARKETING PROJECT MANAGER

IBCS-PRIMAX Software (Bangladesh), March 2011–November 2012

- Acted as the Bangladesh liaison for the US \$6.2 million National Payment Switch, orchestrating all communication between IBCS-PRIMAX, InfoTech Singapore, and Bangladesh Bank—securing regulator meetings, supplying local requirements that shaped InfoTech's winning proposal, and steering cross-functional teams through approval, compliance, and go-live milestones.
- Led UNDP-funded software initiatives and other major government partnership projects, managing scopes, budgets, and stakeholder alignment to deliver e-governance solutions on schedule.
- Directed industry-partnership campaigns, driving new business opportunities across the banking and public sectors.

TEAM LEAD AND BUSINESS DEVELOPMENT MANAGER

Mashiur Rahman & Co. Ltd., February 2009–March 2011

- Provided strategic consultancy services to local and US-based companies, overseeing software business model development and market-entry strategies.

SOFTWARE ENGINEER

Millennium Information Solution Limited (MISL), March 2003– December 2005

- Gathered and documented business requirements from Al-Arafah Islami Bank, translating user needs into clear functional specifications for the development team.
- Developed web modules for AMBEE Pharmaceuticals using Java Server Pages (JSP) on the Struts MVC framework, delivering clean, testable code and collaborating closely with senior engineers for timely releases.

EDUCATION

COMPLETED COURSEWORK TOWARDS MBA IN MARKETING

Institute of Business Administration (IBA), University of Dhaka,

COMPLETED COURSEWORK TOWARDS B.SC. IN COMPUTER SCIENCE & ENGINEERING

Ahsanullah University of Science and Technology,

LEADERSHIP COMPETENCIES

- Strategic Visioning & Execution
- Executive Stakeholder Management
- High-Impact Digital Strategy Formulation
- Cross-Functional Team Management
- Performance & ROI Optimization
- Business Process Improvement
- Change & Risk Management
- Global Operations & Remote Leadership

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

- ✓ SCAMPI A, CMMI ML Staged Version 1.3, QAI India, 2012
- ✓ Integrated Project Management, HB Consultants Ltd., 2009
- ✓ Knowledge Management, BRAC & IMA International, 2016
- ✓ Corporate Sales Management, Bdjobs Training, 2009
- ✓ Generative AI (2-day online workshop), Outskill by GrowthSchool, 2025

PUBLISHED INTERVIEWS AND RECOGNITIONS

- ✓ Featured in Al Jazeera and France24 for pioneering initiatives and leadership role in social entrepreneurship models.
- ✓ Bangladesh Television (BTV) – News Segment Contributor (2009)
Invited to share recommendations for strengthening Bangladesh's IT landscape on the 8 p.m. national news.
- ✓ Dnet – “Aponjon 500 K Subscribers” Celebration Video (2014)
Featured alongside industry leaders, highlighting Infolady program's role in supporting Aponjon's nationwide reach.
- ✓ BYEAH (Bangladesh Youth Enterprise Advice & Helpcentre) – Live Masterclass (2020)
Delivered a digital-marketing workshop streamed on BYEAH's official Facebook page.

TECHNICAL AND STRATEGIC TOOLS

- ✓ MS Project
- ✓ Visio
- ✓ Agile & Scrum
- ✓ CMMI
- ✓ Data-analytics & AI-powered insight tools
- ✓ Enterprise SEO platforms (SEMrush, RankMath)
- ✓ CRM & ERP platforms

TESTIMONIALS

- Saiful Raju, CEO & Co-Founder at LineReflection.com, Laura has got leadership skills with management capabilities in the service sector.
- Rahul Mitra, Humanitarian Innovation, Laura is a true leader who leads from the front and sets an example for others to follow.
- Tareq Naushad, CTO at Naztech, Laura was engaged in marketing activities, team management and partner management in my organization under my supervision.
- Fokhriz Zaman, Co-Founder @ Millennium Information Solution Ltd, Laura was an extremely creative and innovative software engineering manager.

REFERENCES

References available upon request

WEBSITE, PORTFOLIO AND PROFILES

LinkedIn: [linkedin.com/in/lauramohiuddin](https://www.linkedin.com/in/lauramohiuddin)

LANGUAGES

- | | |
|----------------------------|----------------------------|
| • English
Fluent | • Bengali
Fluent |
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