

CURRICULUM VITAE
Of
Farshid Hossain Siyam

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Uttara, Dhaka - 1203

CAREER OBJECTIVE:

To use my skills in digital marketing, data science, and forex trading analysis to help businesses make smart, data-driven decisions. I aim to grow as a tech-driven professional, combining market analysis, analytics, and web development to create effective strategies that boost growth, profit, and performance.

WORK EXPERIENCE:

StepUp Technology Ltd.

Digital Marketing (Meta Ads & WordPress)
Oct 2025 – Present | Uttara , Dhaka

- Run and optimize Meta Ads campaigns for engagement and sales.
- Create ad copies, funnels, and track performance using Ads Manager.
- Manage and update WordPress websites with SEO and marketing integrations.
- Support pixel setup, reporting, and multi-platform ad strategies.

Softsia-IT

Digital Marketing & WordPress Developer
2024 December - 2025 September
Savar , Dhaka-1230

- Manage Meta Ads campaigns for engagement, leads, and sales with proven ROI optimization.
- Perform data-driven ad analysis and provide strategic insights for better results.
- Develop and maintain WordPress websites with SEO and marketing integration.
- Apply digital marketing strategies to increase brand visibility and conversion rates.

SP Traders & SP Fashion

Business Analyst
2023- 2024 November
Uttara,Dhaka-1230

- Managed product management, operations, and served as a data analyst at SP Fashion.
- Utilized Power BI to analyze and present monthly sales data, enhancing data visualization.

ACADEMIC QUALIFICATION:

Name of Exam: BSc In Computer Science & Engineering

Institution : International University of Business and Agriculture and Technology (IUBAT)
Department : BCSE.
Duration : 4 year
Year : 2025
Result : 3.64 (out of 4 scales).

Name of Exam: Higher Secondary Certificate (HSC)

Institution : Uttara High School and College
Group : Science
Year : 2020.
Result : 5.00 (out of 5 GPA).

Name of Exam: Secondary School Certificate (S.S.C)

Institute : Uttara High School and College
Name of Board : Dhaka
Group : Science
Year : 2018
Result : 4.89 (out of 5 scales).

Research Publication:

"Analysis of Public Sentiment on Dhaka Metro Rail with Transformer-Based Architectures"
F.H. Siyam, S.M. Jeba, T.T. Aurpa, R. Khan, F.M. Mansia
IEEE ICCIT 2023 | Cited by 3 papers

"SeANet: Sentiment Analysis in Social Media Comments on Bengali Mega Project using Transformer Learning" *F.H. Siyam, [et al.]*
Submitted to IEEE COMPAS 2025, Track: AI, ML, and Soft Computing
Paper ID: 131

Projects:

- SeANet – Bengali Sentiment Analysis
Transformer-based model (XLM-R) for classifying public sentiment on Bengali megaprojects. 68% F1-score. Submitted to IEEE COMPAS 2025.
- E-Commerce Website (MERN Stack)
Built e-commerce site with user roles, product management, payment (SSLCommerz), and stock updates.
- Sales Dashboard (Power BI)
Created dashboard to visualize sales KPIs and trends using Excel/SQL data.

Licenses & Certifications:

- The Complete Digital Marketing Guide – 27 Courses in 1 – Robin & Jesper (Udemy)
Issued 2025
- Data Science Certificate Program – Ostad
Issued Jul 2023 | Credential ID: C5380

LANGUAGE PROFICIENCY:

Bengali: Mother tongue.

English: Standard Ability in Listening, Speaking, Reading, Writing.

STRENGTH:

- Dynamic & Self Motivated.
- Dedicated and well organized.
- Proactive with strong analytical skills.

COMPUTER SKILL:

- Digital Marketing (Meta Ads Manager, Google Analytics, SEO)
- WordPress Development (Theme Customization, Plugin Integration)
- MS Office Suite (Excel, Word, PowerPoint, Access)
- Automation & Analytics (n8n, Power BI, Canva)

PERSONAL INFORMATION:

Name : Farshid Hossain Siyam
Father's Name : Enayet Hossain
Mother's Name : Shahanaz Parvin
Date of birth : 02 Oct, 2002
Nationality : Bangladeshi (by birth).
Religion : Muslim
Sex : MALE.
Marital Status : Unmarried

PERMANENT ADDRESS :

UTTARA, DHAKA 1230. Ranavola Main Road, Road 6

References:

1. MD. Aminul Islam
Chairman, Alfe Sani Corporation
01711-235380 | alfesanitex@gmail.com
2. Rotarian Shahnaz Parvin
Managing Director, SP Traders & SP Fashion
01712-779251 | spfashion42@gmail.com

I, hereby declare that the above information is completely true and authentic.

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(FARSHID HOSSAIN SIYAM)