

# Hasibul Haque Prottoy

## Digital Strategist & Product Manager

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### About Me

I specialize in aligning digital innovation with business objectives through strategic planning, data-driven marketing, and product development. My journey began as a web programmer, which evolved into a passion for UX/UI and brand strategy. In 2020, I started my freelancing career on platforms like **Fiverr and Upwork**, completing over **650 projects** for clients across **25 countries**, earning outstanding reviews and a high success rate. In 2023, I founded **Hype Technology Limited**; a digital agency that helps global businesses transform digitally.

### Work Experience

#### Managing Director & CEO August 2023 – Present

Hype Technology Limited,  
Bangladesh

- Leading business operations, managing technical and marketing teams.
- Collaborating with clients and cross functional teams for seamless project management and completion.
- Generated over **\$80K in revenue** within the first year of operation.
- Drove growth by leading marketing campaigns, enhancing client relations, and optimizing technical solutions.

#### Co-founder and CTO Jan 2024 – Present

Rocket Wave Inc. | USA

- Generated **\$48K in revenue** in the first **12 months**.
- Led visual and content planning, copywriting, and meta-marketing campaign strategy
- Achieved **25% customer growth** and reduced **CAC by 39%**.
- Led the technical team in product development, overseeing the entire process from concept to launch.
- Managed cross-functional collaboration, ensuring seamless execution of product requirements, and aligning technical solutions with business objectives.
- The company is poised to raise its first round of seed funding.

#### Lead Social Media Manager June 2023 – Present

Cricket8 | United Kingdom

- Led and managed a team of marketers, visual designers, content writers, and social media experts to fulfill marketing objectives.
- Grew social media following to **800K** and drove **50K** monthly users to the website.
- Led organic and paid marketing strategies that helped the brand raise **£750,000** in seed funding.
- Currently managing Bangladesh market operations, achieving substantial brand awareness and SEO growth.

## Work Experience

### UI/UX Designer & Developer Apr 2022 – Feb 2023

Prayce | Germany

- Conducted user research, and created high-fidelity designs to ensure seamless user experience.
- Completed **35+ web projects** in several industries including E-commerce, SaaS, personal coaching, service-based business, medical, and finance.
- Customized and integrated CMS solutions and managed scalable server-side application development.

### UI Designer and Branding Dec 2021 – Apr 2022

Zahn Kumpan | Germany

- Collaborated on several brand identity development projects.
- Completed **20+ UI and Web projects** in various industries.

### IT Consultant Sep 2021 – Nov 2021

Astute Progressive  
Solutions Inc. | Canada

- Analyzed business systems and provided IT solutions to enhance scalability and efficiency.
- Guided clients in implementing technology strategies that align with their long-term business goals.
- Conducted in-depth consultations to assess client requirements and pain points.

### UI Designer and Developer Mar 2020 – Sep 2021

VDesign | United Kingdom

- Completed **50+ web projects** in multiple industries including e-commerce, b2b, real estate, shipping, news, organization etc.
- Designed, customized and integrated CMS and custom web solutions based on business requirements.

### Brand Strategist Dec 2019 – Mar 2020

GEE | Bangladesh

- Helped the brand Developing cohesive content strategy across all platforms that align with business goals.
- Analyzed industry trends and customer behaviors to guide branding strategies.
- Executed data-driven marketing campaigns to grow brand awareness and engagement across digital and social media channels.

## Skills

- Project Management: Leading cross-functional teams, ensuring timely delivery, clear client collaboration.
- IT Consultancy: Aligning tech solutions with business needs, offering operational and scalability strategies.
- Product Development: Driving product lifecycle from concept to launch, focusing on market alignment and creating go-to-market strategy.
- UX/UI Design: Designing user-centric interfaces, conducting research, and usability testing.
- Web: CMS solutions, API integration. and Managing complex web application projects.
- Data-Driven Marketing: A/B testing, optimizing campaigns, and analyzing KPIs.
- Brand Strategy: Crafting positioning and executing marketing strategies.
- CMS & Website Management: Customizing CMS, developing SEO-friendly sites.

## Academic History

### Secondary School Certificate

- Ideal School and College
- GPA 5.00 | Science

### Higher Secondary School Certificate

- Dhaka College,
- GPA 5.00 | Science

### Bachelor of Science

- Jahangirnagar University, IIT
- CGPA 3.24

## Awards

- IEEE JU | Online Logo Design Winner 2019
- Intra University | Digital Poster Design Winner 2019
- GEEtech | Best Creative Design and Web Development Instructor

## Certification

- UI/UX and Web Design Master Course
- WordPress Complete Guide
- Digital Marketing Masterclass
- Advanced Google Analytics
- Getting Started with Google Tag Manager
- Search Console Training
- Google UX Design Professional Certificate
- LinkedIn Agile Project Management

## Reference

### Southwell Greville

Founder & CEO | Cricket8  
Email: brooke@cricket8.com

### Matthias Kucharska-Hulsmann

Founder & CEO | AI Enthusiast  
Email: matthias@tiebreaker-ai.com

### Reinhold Yabo

Ex-Profifußballer, High Performance Coach | Unternehmer  
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