



# Rashel Sheikh

**Nationality:** Bangladeshi **Date of birth:** 23/05/2000 **Gender:** Male

**Phone number:** (+880) 01954817824 **Email address:** [itrashel1@gmail.com](mailto:itrashel1@gmail.com)

**LinkedIn:** [www.linkedin.com/in/itrashel1/](http://www.linkedin.com/in/itrashel1/)

**Instagram:** [www.instagram.com/itrashel1/](http://www.instagram.com/itrashel1/) **Twitter:** [www.twitter.com/itrashel1/](http://www.twitter.com/itrashel1/)

**Behance:** [www.behance.net/itrashel1/](http://www.behance.net/itrashel1/)

**Facebook:** [www.facebook.com/itrashel1/](http://www.facebook.com/itrashel1/) **Website:** [www.rashelsheikh.com](http://www.rashelsheikh.com)

**Home:** Basudebpur, Khanganj-7700, Rajbari Sadar, Rajbari (Bangladesh)

## ABOUT ME

Hello, I am Rashe Sheikh from Dhaka, Bangladesh. I hold a 4-year Diploma in Computer Engineering from Narsingdi Polytechnic Institute, where I achieved 88.25% academic excellence. As a tech enthusiast from an early age, I have continuously sought to expand my knowledge by pursuing various courses related to the tech industry and entrepreneurship beyond formal education, further enhancing my technical and interpersonal skills.

My expertise lies in E-commerce Development, encompassing the entire process—from building and launching websites using CMS platforms like WordPress, Shopify, Wix, and OpenCart to effectively marketing them on social media channels such as Facebook, Instagram, X, and Google Advertising.

Since 2018, I have been actively working on platforms such as Fiverr and UpWork, managing all aspects of the e-commerce ecosystem. This includes conducting in-depth research on business niches, analyzing market and customer needs, developing business strategies, overseeing website development and launches, conducting business report analysis, and managing advertising campaigns.

In 2021, I founded Itrashel LLC, where I currently serve as the CEO. Leading a team of 5 to 8 employees and developers, I have successfully managed various aspects of the company, including team dynamics, addressing challenges, fostering growth, and prioritizing customer service and relationship management.

I am a highly focused individual with a vision to enhance my professionalism and efficiency. My goal is to share my skills and knowledge on a global scale, utilizing my expertise to make a meaningful impact and drive innovation in the industry.

## WORK EXPERIENCE

### Digital Marketer

**Fiverr** [ 15/05/2018 – Current ]

- Market Analysis for Business**
- Manage Business & Run Business Operations**
- Paid Promotion & Advertisement Campaign Setup**
  - Proficient in Google Ads
  - Expertise in Google Merchant Center
  - Experience with Facebook Ads and Instagram Ads
- Growth and ROI Calculation Skills**

### E-commerce Developer

**UpWork** [ 20/01/2020 – Current ]

- Business Needs & Requirements Studies**
- Flowchart and Algorithm Design**
- Content Management System (CMS) Expertise**
  - WordPress

- OpenCart
- Shopify
- PrestaShop
- Wix

#### 4. Website Design & Development

#### 5. System & UI/UX Beta Testing

### CEO & Founder

*itrashel LLC* [ 22/05/2021 – Current ]

City: Uttara Sector - 9, Dhaka | Country: Bangladesh

#### 1. Strategic Leadership

- Develop and communicate the company's vision and mission.
- Formulate and execute strategic plans.

#### 2. Decision-Making

- Take crucial calls that keep the ship sailing smoothly.
- Weigh risks and grab opportunities by the horns.

#### 3. Team Champion:

- Assemble and lead a team that's on fire.
- Create a workplace where everyone's happy to be.

#### 4. Financial Management:

- Oversee budgeting and financial planning.
- Ensure financial stability.

### Key Responsibilities & Interpersonal Skills:

#### 1. Heartfelt Leadership:

- Inspire the team with heart and soul.
- Be the rock when the going gets tough.

#### 2. Smooth Talker:

- Share ideas in a way that's as clear as day.
- Be the storyteller-in-chief.

#### 3. Problem Solver Extraordinaire:

- Dig into challenges like a puzzle.
- Find solutions, even in the trickiest situations.
- Bounce back from setbacks with a smile.

#### 4. Customer Whisperer:

- Understand what customers crave.
- Make sure they feel the love in every interaction.

## EDUCATION AND TRAINING

---

### Engineering Project Development

*DUET - Training Certificate Gazipur* [ 10/01/2022 – 22/04/2022 ]

City: Gazipur | Country: Bangladesh | Website: [epd2k16ltd.com](http://epd2k16ltd.com) | Final grade: 4.0 out of 4.0

### Diploma in Computer Science Engineering

*Narsingdi Govt. Polytechnic Institute (NPI)* [ 01/12/2019 – 04/07/2022 ]

City: Narsingdi | Country: Bangladesh | Website: <https://npi.narsingdi.gov.bd/> | Final grade: 3.53 out of 4.00

### Belgachhi Dawatul Islam Dakhil Madrasa

*Bangladesh Madrasah Education Board, Dhaka* [ 05/02/2006 – 11/05/2016 ]

City: Rajbari | Country: Bangladesh | Website: <https://bmeb.gov.bd/> | Final grade: 4.50 out of 5.0

### Digital Fundamentals of Digital Marketing

*Google Digital Garage* [ 01/09/2022 – 21/11/2022 ]

Website: <https://skillshop.exceedlms.com/>

## Computer Technology

**Gazipur Govt. Technical School and College (GTSC)** [ 01/02/2018 – 01/02/2019 ]

City: Gazipur | Country: Bangladesh | Website: <https://www.gazipurgtsc.gov.bd/>

## Computer Science

**University of Latvia** [ 02/09/2025 ]

City: Riga | Country: Latvia | Website: <https://www.lu.lv/en/> | Field(s) of study: Information and Communication Technologies: • Computer use • Database and network design and administration • Software and applications development and analysis • Inter-disciplinary programmes and qualifications involving Information and Communication Technologies (ICTs) • Information and Communication Technologies (ICTs) not further defined | Level in EQF: EQF level 6

## LANGUAGE SKILLS

---

**Mother tongue(s):** Bengali

**Other language(s):** Hindi

### English

**LISTENING** C1 **READING** B2 **WRITING** B2

**SPOKEN PRODUCTION** C1 **SPOKEN INTERACTION** C1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## DIGITAL SKILLS

---

### Digital Marketing

Email Marketing / Search Engine Optimization (SEO) / Content Marketing / Data Analytics / Social Media Marketing / Paid Advertising (PPC)

### Social Media Marketing

Facebook & Instagram Ad Setup + Management / Google Advertising / Paid Advertising Expertise / Analytics and Data Interpretation

### Web Design & Development

Web Development + Web Design / Responsive Design and CSS Frameworks / HTML, CSS, and JavaScript / Flowchart + Algorithm Design

### E-commerce Development

E-commerce Analytics / E-commerce Platform Proficiency / Front-End Development / Back-End Development / CSM - Shopify / Payment Gateway Integration / Cross-Browser Compatibility / CMS - OpenCart / CMS - WordPress / CMS - Wix

### Team Leadership Skills/CEO

Strategic Leadership / Presentations Skills / Organizational and planning skills / Smooth Talker / Good listener and communicator / Customer Whisperer / Problem Solver Extraordinaire / Financial Management