

# MD SHAHAREAR

## Business Automation Specialist

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## PROFESSIONAL PROFILE

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Business Automation Specialist and Digital Marketer with practical experience in building automation systems, sales chatbots, and lead generation workflows. I combine marketing knowledge with automation skills to build practical systems that help businesses save time, improve customer communication, and generate more qualified leads. My background includes real estate marketing, Meta Ads, N8N workflow development, WhatsApp and Messenger automation, CRM workflows, and AI-assisted business processes.

I also bring a ground-level understanding of business and market behavior through hands-on experience in reselling, digital business, research, and client-focused execution. This helps me think beyond tools and build solutions that support real business outcomes.

## KEY VALUE I BRING

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- Combine digital marketing strategy with automation execution to support business growth.
- Build chatbot and workflow systems for Messenger, WhatsApp, Instagram, CRM, and lead follow-up.
- Managed advertising budgets exceeding \$5,000 for real estate marketing campaigns.
- Contributed to 20+ client/project engagements in automation-related work areas.
- Strong research ability, self-learning mindset, market understanding, and execution speed.

## PROFESSIONAL EXPERIENCE

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### Ayush Homes | Digital Marketer | December 2025 - Present

- Plan and manage Facebook advertising campaigns focused on real estate lead generation.
- Handle content planning, campaign management, page management, and supporting digital growth activities.
- Managed advertising budgets exceeding \$5,000 and contributed to lead generation and campaign execution.
- Support business automation-related processes to improve inquiry handling and workflow efficiency.

### Subnex IT | Automation Developer | December 2025 - Present

- Build business automation systems for communication, sales support, and workflow efficiency.
- Develop automation flows and chatbots for Messenger, WhatsApp, and Instagram, including AI-assisted interactions.
- Implement CRM automation, lead follow-up systems, and operational workflows tailored to client requirements.
- Contributed to 20+ client/project engagements involving automation solutions and business process improvement.

## CORE SKILLS

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**Automation:** N8N (Advanced), AI Agents, Business Automation Systems, Messenger Automation, WhatsApp Cloud API, Instagram Automation, CRM Automation, Lead Follow-up Automation

**Digital Marketing:** Meta Ads, Meta Business Suite, Lead Generation, Content Planning, Campaign Management, Page Management, Digital Strategy

**Web & Creative:** WordPress, Elementor, Adobe Photoshop, Adobe Illustrator

**Productivity & Data:** Google Sheets, ChatGPT, Python (Basic), Research, Business Analysis

## SELECTED WORK AREAS

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- **Real Estate Lead Generation Campaigns:** Planned and executed campaign and content activities designed to attract qualified real estate leads and improve inquiry flow.
- **Sales Chatbot Automation:** Built automated communication flows for Messenger and WhatsApp to improve response speed, lead qualification, and customer engagement.
- **CRM & Lead Follow-up Workflows:** Supported automation logic for organizing leads, tracking customer information, and maintaining consistent follow-up.
- **AI-Powered Business Automation:** Applied AI tools and workflow automation concepts to reduce repetitive work and improve operational efficiency.

## EDUCATION

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**Higher Secondary Certificate (HSC), Business Studies**

Birshreshtha Munshi Abdur Rouf Public College, 2024 | <https://www.abdurroufcollege.ac.bd/>

## CERTIFICATIONS

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- **Business Analysis & Process Management** | Coursera | May 2026 | [View Certificate](#)
- **Building a Business Presence With Facebook Marketing** | Coursera | May 2026 | [View Certificate](#)
- **Adobe Illustrator** | 10 Minute School | March 2025 | [View Certificate](#)
- **Adobe Photoshop** | 10 Minute School | March 2025 | [View Certificate](#)

## LANGUAGES

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- Bangla - Native
- English - Professional Working Proficiency

## PERSONAL STRENGTHS

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- Self-learning ability and continuous improvement mindset.
- Strong market understanding from hands-on business and marketing experience.
- Research-driven approach to solving problems and improving workflow quality.
- Business mindset focused on measurable value, execution speed, and real-world usability.

*References available upon request.*