

# BHUBON THIOTONIUS COSTA

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## *Career Objective*

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- Result-oriented and analytical professional with a proven track record in business data analysis, content optimization, and team leadership, seeking a challenging role as a Data Analyst or Business Intelligence Analyst.
- Dedicated to leveraging advanced technical skills and strategic thinking to drive data-driven decisions and enhance organizational performance.
- Eager to contribute expertise in data analytics, content strategy, and team management to a dynamic and innovative team.

## *Professional Experience*

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### **Business Data Analyst, SOFTEKO**

*(December 2022 – Present)*

- Utilized web analytics data to identify high-impact content topics, leading to a 30% increase in organic traffic and improved user retention.
- Optimized SQL database queries, resulting in a 40% reduction in query execution time and faster data retrieval for reporting and analysis.
- Designed interactive Power BI dashboards that provide real-time insights into website performance metrics.
- Implemented a predictive analytics model using Python to forecast seasonal traffic patterns and enhance campaign targeting.

### **Team Leader, SOFTEKO**

*(June 2022 – December 2022)*

- Led a total of 30+ members of content developers to produce high-quality, SEO optimized content that met client requirements.
- Achieved a success rate of over 80% in ranking web content on the first page of Google search results.
- Tracked website traffic, user behavior, and other key metrics using Google Analytics to measure the effectiveness of content and SEO strategies.
- Conducted keyword research using SEMrush and Google Analytics to identify high-value keywords and optimize content accordingly.
- Utilized WordPress to manage content, create and update web pages, and ensure website functionality and performance.

### **Excel VBA Developer, SOFTEKO**

*(December 2021 – June 2022)*

- Created SEO optimized content using Excel VBA expertise, ensuring that all content met client requirements and was optimized for search engine visibility.
- Achieved a high success rate of over 40% in ranking content on the first position of Google search results, and over 80% on the first page.

**Assistant Engineer, Meghna Group of Industries**

(August 2020 – November 2021)

- Develop project plans for the construction of a new building.
- Utilize practical problem-solving skills to address design-related issues.
- Oversee ship operations including MMD and Class Survey.

*Education*

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**Bangladesh University of Engineering & Technology**

(July 2014 – October 2018)

*Bachelor of Science in Naval Architecture & Marine Engineering*

*Grade: C.G.P.A. = 3.02*

**Notre Dame College**

(July 2011 – August 2013)

*Higher Secondary School Certificate*

*Grade: G.P.A. = 5.00*

**Ahsania Mission School & College**

(January 2009 – January 2011)

*Secondary School Certificate*

*Grade: G.P.A. = 5.00*

*Software Proficiency*

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- **Analytics and Data Visualization:** Power BI, SQL, Tableau
- **Web Analytics Tool:** Google Analytics, SEMrush
- **Content Management System:** WordPress
- **Programming:** VBA, Python 3
- **Simulation Software:** ANSYS
- **Computer-aided Design:** SOLIDWORKS, AutoCAD
- **Database and Spreadsheet:** MS Excel, Microsoft Access, Google Sheets
- **Presentation:** MS PowerPoint
- **Operating Systems:** Linux, MacOS, Windows

*Research Publication*

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**AUTOMATED HANDLING OF PORT CONTAINERS USING MACHINE LEARNING**

(December 2022)

*The International Conference on Marine Technology*

*Awards, Achievements & Activities*

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**ISCEA PTAK PRIZE GLOBAL CASE COMPETITION 2017**

(June 2017)

*-ISCEA - (International Supply Chain Education Alliance) conducts many workshops to improve the knowledge of Manufacturing and Service industry professionals worldwide. ISCEA is the governing body for the Ptak Prize which held a global case competition on supply chain management; our team BUET-0110-17 got selected for 70% scholarship.*

**Community Involvement – AHOBAN Foundation**

(2019 – 2020)

*- AHOBAN Foundation is a youth-based organization dedicated to the betterment of underprivileged and poverty-stricken people of Bangladesh.*

**Senior Math Instructor**

(2014 – 2019)

-Learners Teaching Home, Mirpur, Dhaka

**Model Ship Propulsion Competition 2016**

(November 2016)

- Issued by 10th International Conference on Marine Technology 2016. The idea is to merge the concept of ship motion and maneuvering with robotics to find out the most efficiently designed model ship.

*References*

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**1. Asikul Islam Himel**

Project Manager, SOFTEKO

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**2. Ashifur Rahaman**

Senior Engineer, Meghna Group of Industries

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*Declaration of Authenticity*

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I do hereby declare that all the information which I have presented above is true to my knowledge & I will be able to present all the appropriate documents & certificates if it is required.



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**Bhubon Thionius Costa**

(Last Updated: 9 September 2023)