

Sheikh Rafiuzzaman (Alvin)

Sales Executive

Sales & Business Development | B2B / B2C Closer | Social Media & Creator Economy

Dhaka, Bangladesh | Open to relocate (UAE, KSA, GCC, worldwide) or remote | +880 1973 436754 (WhatsApp) | smrafiuzzamanemon@gmail.com | linkedin.com/in/rzalvin | Portfolio: rzalvin.com/work

Nationality: Bangladeshi | Availability: Immediate | Work authorization: requires employer visa sponsorship

SELECTED WINS

- 2,100+ paid bookings closed remotely with US clients (2021-present), part of \$1M+ in US-market revenue at WeFam Network.
- Full-cycle closer: I find the lead, start the conversation, handle the objection and collect the payment, over DMs, WhatsApp and calls.
- I also make the content I sell, so I can show a prospect the result instead of describing it.

PROFESSIONAL SUMMARY

A salesperson who also makes the content I sell. Sales and business development professional with 8+ years of closing experience (since 2018). At WeFam Network, an Atlanta music and creator brand with 840K+ Instagram followers, I run the full sales cycle remotely for US clients: prospecting, outreach, follow-up, objection handling and closing over DMs, WhatsApp and calls. 2,100+ paid bookings closed and part of \$1M+ in US-market revenue. I also make the short-form video I sell, so I can explain to any business owner exactly how content turns into views, leads and sales.

CORE SKILLS

B2B Sales | B2C Sales | Full-Cycle Sales | Lead Generation | Prospecting | Cold Outreach | Cold Calling | Consultative Selling | Closing | Objection Handling | Follow-Up | Pipeline Management | CRM | Negotiation | Upselling | Account Management | Client Relationships | Sales Targets | Commission Sales | Social Selling | WhatsApp Sales | LinkedIn Prospecting | Sales Training | Digital Marketing | Social Media Marketing | Social Media Management | Content Strategy | Content Calendar | Content Creation | Short-Form Video

PROFESSIONAL EXPERIENCE

Director of Marketing & Business Development | WeFam Network LLC

Atlanta, GA, USA (Remote) | 04/2021 - Present

- Run the full sales cycle for a music and creator brand: find independent artists, start conversations, follow up, handle objections and close paid performance and promotion slots on a 5-tier offer (\$150-\$550).
- Closed and managed 2,100+ paid bookings with US clients over Instagram DMs, WhatsApp and phone; part of \$1M+ in US-market revenue.
- Built a repeatable daily lead-generation routine (artist discovery, engagement, logged follow-ups) so no lead is lost.
- Grew and sold the brand's reach: an 840K+ follower Instagram page plus a network of clip pages, used as proof in every pitch.

Founder, Creative & Growth Studio | Vins Creative / irank (rzalvin.com)

Dhaka, Bangladesh (Remote, international clients) | 2026 - Present

- Sell short-form video and growth packages to real estate agents, creators and local businesses; designed tiered pricing and a commission sales-partner program.
- Researched and personally cold-emailed 22 US real estate agents with tailored offers and 72 custom sample Reels.
- Wrote a sales playbook for new sales agents: what we sell, who to target, daily routine, scripts and objection handling.

Business Development Consultant (Independent) | Self-employed

Bangladesh & Remote | 2018 - Present

- Helped small businesses win customers through social media: the offer, the price, the sales script, the ad and the follow-up.
- Trained and wrote word-for-word scripts for sales and DM teams.

EDUCATION

Bachelor of Arts (BA), Marketing (in progress) | UCSI University

06/2025 - Present

Diploma in Computer Science | Presidency Institute of Technology

01/2019 - 12/2023 | GPA 3.42 / 4.00

PROJECTS

- Modular Content Production Model: a published content system where one 30-40 minute recording becomes about 400 short videos, posted across 10 pages that funnel to one main page, with performance data rewriting the next script (irank.io/modular-content-production-model)
- Dot Video Engine: my own lightweight, non-generative video engine that animates dot and skeleton characters for low-end devices, with no GPU and no generative AI; JavaScript version plus a bit-exact Swift + Metal port
- Noise Engine: my own sound engine that builds sound effects, a character voice and music from noise, buzz and filters, with no third-party text-to-speech; it covers every sound role used in my motion graphics
- WeFam Studio: a native iPad video editing and rendering app built with AI-assisted development (Swift)
- WeFam Auto Edit: a web portal plus iPad render node that edits performance Reels automatically (Cloudflare Workers, Remotion)

LANGUAGES

English (fluent) | Bangla (native)

A BIT ABOUT ME

I like the moment a cold "who is this?" turns into "send me the invoice". Outside work I'm in the gym most mornings (I post it at [@rzalvin](https://twitter.com/rzalvin)), and I've taught myself to build software with AI. I made my own iPad video editor because the existing tools were too slow for the volume we post.