

NAIMUR RAHMAN FERDOUS

Business Development Manager · Crypto, FX & Fintech Ecosystems · Remote-Ready (APAC Preferred)

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PROFESSIONAL SUMMARY

Business Development Manager with 3+ years track record of scaling partner networks from zero and driving market expansion across fintech, Web3, and crypto ecosystems. Built and managed 240+ partner relationships (60+ active revenue-generating collaborators), negotiating CPA, RevShare, and Hybrid deal structures with a focus on partner LTV and sustainable revenue growth. Conducts ongoing competitive intelligence on APAC exchange & FX ecosystems— IB, KOL structures, campaign mechanics, partner economics — translated into BD strategy and partner-acquisition playbooks. HubSpot & GA4 certified. Built AI-driven automation cutting operational task time by 60% across reporting, outreach, and partner communications.

PROFESSIONAL EXPERIENCE

Business Development Consultant | Cync Digital — APAC (Remote)

Feb 2025 – Present | Self - Directed

- Audited and redesigned partner-program SOPs across NDA bound projects in Crypto/FX engagements, scaling managed partner bases to 140+ (60+ active revenue-generating). Developing Crypto/FX/CFD affiliate/IB pipeline infrastructure — competitive analysis across regulated brokers, IB prospect mapping (100+ targets).
- Redesigned Day 1/3/7 onboarding SOPs in HubSpot automation; restructured CPA/RevShare/Hybrid tiers and built a compliance-checked payout review process that improved overall program ROI while maintaining full regulatory compliance.
- Analyzing KOL marketing execution and campaign optimization strategies across South Asia crypto ecosystem — tracking competitor KOL partnerships, campaign mechanics, and monetization structures across leading exchanges.
- Designed a complete Introducing Broker (IB) pipeline build system for FX/CFD partner acquisition across 5 regulated brands — IB recruitment funnel, tiered commission/rebate structures, onboarding workflow, and tracking/attribution setup; system-designed and ready to operationalize. Actively developing IB pipelines (shortlists) through active trading volume generating channels & communities for FX/CFD.

Sr. Business Development Executive | Emami Bangladesh Ltd. — Dhaka (Hybrid)

Oct 2023 – Feb 2025 | Full-Time

- Drove partnership performance across a 50+ partner trade and distribution network, launching 20+ campaigns that lifted secondary sales and channel visibility for a leading personal care portfolio.
- Delivered 5 product launches on time, contributing to 22% growth in secondary sales in the first 90 days by tightening partner onboarding and activation processes.

Affiliate Marketing Manager | ITLABS22 — Riga, Latvia (Remote)

Jan 2023 – Oct 2023 | Full-Time

- Executed BD strategy across a specific product region — recruited and onboarded 100+ strategic partners (Telegram, Discord, Facebook, WhatsApp) via NetRefer, negotiating CPA/RevShare/Hybrid deals, coordinating payouts and campaign assets for 20+ products, and running traffic quality/fraud prevention to drive measurable growth and program ROI.
- Built the affiliate program from scratch, negotiating commission structures and standing up a reporting console that tracked performance across 20+ products for real-time partner and payout decisions.

Community & Brand Strategist | UNB Community Initiative — Dhaka

May 2021 – Jan 2023 | Part-Time

- Managed South Asia community operations across a 20,000+ member esports network — driving member engagement, coordinating regional campaigns, and building direct relationships with local community leaders and micro-influencers; planned and executed nationwide campaigns end-to-end across Bangladesh, India, Pakistan, and regional markets, managing budgets, vendors, and cross-regional teams while maintaining consistent on-time delivery and budget discipline.

CORE COMPETENCIES

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| • Affiliate Network Management | • Crypto & Forex Affiliate Ecosystems | • Business Development & Outreach |
| • CPA/RevShare/Hybrid Deal Negotiation | • Traffic Quality & Fraud Detection | • AI Integration & Automation |
| • Partner Onboarding & Activation | • EPC & Conversion Rate Optimisation | • Market Expansion & BD Strategy Design |
| • Commission Structure Design | • NetRefer(admin) & Impact/Awin/Everflow | • Affiliate Tracking & Attribution Models |
| • KOL , IB & Influencer Outreach | • KPI Tracking & Performance Reporting | • Blockchain & Crypto Ecosystem Research |

TECHNICAL SKILLS

- **Campaign & Outreach:** Inbound Marketing, Campaign Management, Cold Outreach, KOL Recruitment, Geo-Specific Campaign Management, Partner Onboarding SOPs, Performance Marketing, Email Marketing
- **Analytics & Platforms:** Netrefer (Admin Access), HubSpot CRM, Marketing Hub, GA4, EPC Analysis, Conversion Rate Optimisation, KPI Dashboards, Netrefer Reporting & Attribution, Microsoft Excel
- **AI & Automation:** Claude, GPT-4, Gemini, Prompt Engineering, Workflow Automation, Outreach Sequencing, AI-Driven Report
- **Crypto Ecosystem:** Crypto Exchange BD, Blockchain Ecosystem Research, Partnership Model Optimisation, CPA/RevShare/Hybrid Structures, Market Expansion Strategy, Competitor Intelligence, Traffic Quality Analysis, SEMrush
- **Project Management:** SOP Development, Process Documentation, Workflow Optimisation, Async Remote Collaboration

CERTIFICATIONS

1. Google Analytics Certification (2026)	<i>Google Digital Academy (Skillshop)</i>	<i>July 2026</i>
2. Inbound Marketing Certified	<i>HubSpot Academy</i>	<i>May 2026</i>
3. AI for Business Professionals	<i>HP LIFE / HP Foundation</i>	<i>May 2026</i>
4. Web3 & Blockchain Fundamentals	<i>Binance Academy</i>	<i>Jun 2026</i>

EDUCATIONAL QUALIFICATIONS

Bachelor of Science — Mechanical Engineering	<i>2020</i>
<i>Hajee Mohammad Danesh Science and Technology University, Dinajpur, Bangladesh</i>	
<i>— moved into partnerships and BD post-graduation, drawn to the analytical/negotiation side of growth work</i>	

ADDITIONAL INFORMATION

Languages: Bengali (Native) · English (C1 Advanced) · Hindi (Basic)
Availability: Immediate
Work Rights: Available for remote roles globally (No sponsorship required)
Timezone: GMT+6 (BDT) — Flexible coverage across APAC, MENA, EU & US business hours (Singapore, Hong Kong, Australia, Dubai), with strong overlap for most regional teams