



MD. MEHEDI HASAN

Founder & CEO, Mexemy | EdTech Entrepreneur | Mentor/Trainer
| Technical Architect | Content Strategist | Web Designer

📍 Bangladesh

🌐 [linkedin.com/in/md-mehedi-hasan-rafi](https://www.linkedin.com/in/md-mehedi-hasan-rafi)

✉️ mehedi@mexemy.com

EXECUTIVE SUMMARY

Entrepreneurial technology leader and founder of Mexemy, an EdTech platform designed to close the digital skills gap through scalable learning systems, innovative content, and employment pathways.

Grew Mexemy from an initial investment of 60,000 BDT (~£370) to a 23M+ BDT (~£145K+) revenue enterprise in three years, achieving 15X growth all through bootstrapping.

Received national recognition as “**Best EdTech Entrepreneur**” at the National Tech Award 2025 for founding and scaling an innovative edtech platform that has helped hundreds of students achieve their career goals through industry-focused digital education.

Proven track record of:

- Scaling a bootstrapped EdTech platform to 20,000+ enrollments, 12000+ learners, and £145K+ revenue.
- Training 5,000+ students directly with a consistent 4.9 average rating.
- Engineering conversion-focused learning systems (4X funnel performance improvement).
- Leading content-driven growth strategies
- Building employment pipelines producing freelancers, agency owners, and industry professionals.
- Combining technology, product systems, and workforce development to build scalable digital education ecosystems.

CORE TECHNICAL & LEADERSHIP COMPETENCIES

- **EdTech Platform Architecture & LMS Development:** Design scalable EdTech platforms and LMS solutions, incorporating curriculum frameworks, hybrid learning models, and secure content delivery.
- **Web Development, E-commerce & System Integration:** Develop and integrate WordPress-based platforms, integrate APIs for payment gateways, DRM, video hosting, and complete digital product ecosystems.
- **Product-Led Growth & Funnel Engineering:** Drive product-led growth through high-conversion sales funnels, UX optimization, and data-driven strategies using user behavior tracking, analytics, and heatmaps.
- **Entrepreneurial Leadership & Operations:** Lead strategy, team building, talent acquisition, and cross-functional management with a founder-driven approach.
- **Ecosystem Building & Revenue Models:** Build mentor networks, develop revenue-share systems, and create scalable EdTech business models.
- **Curriculum Design & Skill Development Systems:** Design outcome-driven learning pathways that address real-world employability and digital skill gaps.
- **Creative Direction & Content Systems:** Lead creative direction through AIDA-based scripting, video production, and development of educational content IP.
- **Audience Growth & Digital Distribution:** Develop YouTube growth strategies, build organic audiences, and scale content across multiple platforms.
- **Mentorship & Talent Development:** Provide training and mentorship to help learners acquire income-generating skills and successfully transition careers.

PROFESSIONAL EXPERIENCE

Mexemy

Founder & Chief Executive Officer

Nov 2022 – Present

Founded and scaled a product-led EdTech platform focused on skill development, career readiness, and employment integration.

Key Achievements

- Built platform from scratch to 23M+ BDT revenue (~£145K+) without any external funding.
- Achieved 15X growth within 12 months.
- Scaled to 20,000+ course enrollments, 12,000+ learners, 20+ expert mentors, and 40+ professional courses.

Technology & Product Innovation

- Designed and developed a custom LMS ecosystem, engineered a custom database and front-end architecture from scratch to handle high-volume user traffic.
- Built a live + recorded hybrid learning system with 24/7 support system and active student communities.
- Directed the API integration of VdoCipher DRM with hardware-level encryption, successfully mitigating a 40% industry-standard revenue loss from content piracy.
- Engineered a data-driven "One-Click" automated enrollment funnel, utilizing behavioral heatmaps and analytics to improve user conversion rates by 4X.

Growth & Commercial Strategy

- Built high-performance sales funnels using behavioral analytics.
- Led product launch cycles, generating multi-million BDT monthly revenue peaks.
- Implemented 3-step reinvestment model to scale without external funding.

Ecosystem Development:

- Led a high-performing network of 20+ expert mentors, ensuring consistent teaching quality and learner outcomes.
- Designed and implemented a Mentor Training & Transformation Program to standardize instructional delivery and enhance teaching excellence.
- Developed a sustainable revenue-sharing model (30–40%) to attract, retain, and scale top talent.

Impact:

- Enabled students to transition into freelancing, agency ownership, and employment roles.
- Established a system addressing the digital skills gap through practical training and career pipelines.

Mexemy

Head of Content

Nov 2022 – Present

Content Creation, Strategy & Marketing Innovation

- Led the creation of "Value-First" educational YouTube channels, generated 634,000+ views, and delivered 59,000+ hours of free education to build mass-market trust.
- Developed a unique Direct-Response Creative Framework using the AIDA formula to produce over 100 high-conversion promotional assets.
- Engineered an internal training program to transform field experts into high-performance digital instructors, focusing on on-camera delivery and structured instructional design.
- Established content quality benchmarks for visuals, storytelling, and instructional design to meet industry standards.
- Developed internal systems for content review, feedback, and ongoing quality improvement.

Mexemy

Instructor

(WordPress, Web Design, Digital Marketing, Content Creation & AI)

Dec 2022 – Present

- Delivered structured, career-focused training to approximately 5,000 students through flagship courses.
- Maintained a 4.9 out of 5 average rating, presenting consistent learner satisfaction and high content quality.
- Developed project-based, industry-aligned curricula emphasizing real-world application and employability.
- Supported hundreds of students in achieving career outcomes such as full-time jobs, freelancing, and business.
- Contributed as a guest mentor in programs covering content creation, digital marketing, and AI.

Freelance

WordPress Web Designer

2019 – Present

- Delivered web solutions for both local and international clients.
- Specialized in e-commerce platforms, learning management systems, agency websites, and digital product solutions.
- Developed expertise in UI/UX, conversion-focused design, and scalable web architecture.
- Applied business logic to create high-performing, revenue-driven websites.
- Operates selectively alongside entrepreneurial duties and plans to launch a full-scale web solutions agency by mid-2026

RECOGNITION, MEDIA AUTHORITY

- Featured in [Jagonews24](#) (one of Bangladesh's leading national news media platforms) for contributions to EdTech innovation.
- Featured in [The Daily Post](#) (one of Bangladesh's leading national news media platforms) for contributions to EdTech innovation.
- Invited as a guest on "[The Growth Podcast](#)" to share insights on youth entrepreneurship and scaling.
- Invited as a guest mentor at '[Freelance Fusion season 1](#)' by Youth School for Social Entrepreneurs (YSSE), delivering training to over 250 participants. And [Become The Next Leader](#) by Skills Canvas.

AWARD

Awarded "[Best EdTech Entrepreneur](#)" at the [National Tech Award 2025](#). This award honored building a high-impact digital education platform, driving national skill development, and achieving exceptional growth. Awarded based on industry evaluation, public voting, and measurable impact in digital education and workforce development.

TECH ECOSYSTEM CONTRIBUTION & MENTORSHIP

Workshops & University Engagement

- Conducted sessions at leading institutions, including [Notre Dame College](#) and [Chittagong University](#).
- Delivered talks on future skills, digital marketing, AI, career strategy, and entrepreneurship.

Flagship Industry Event

- Organized "[Career Before Degree](#)" event at Cumilla University, connecting students with industry leaders (BDApps & Mexemy).
- Facilitated direct engagement between learners and professionals.

Mentorship & Community Impact

- Provided strategic technical consultations and funnel audits for emerging tech platforms, such as Rise-up Asia, Learning Mate, and KhaledIT Solution, supporting their transition to commercial scalability.
- Developed and expanded a Campus Ambassador Program, empowering over 30 student leaders at leading national universities to foster local tech communities.

Contribution to the Growth of the Digital Workforce:

- Created a "Zero-to-Professional" pipeline to transform beginners into income-generating professionals at scale.
- Partnered with BDJobs to provide structured job preparation and placement pathways for students.
- Enabled students to secure roles in reputable companies across multiple industries.
- Provided mentorship in global marketplace strategies and client acquisition, enabling students to monetize their skills on platforms such as Upwork and Fiverr.
- Enabled a direct connection between students and recruiters through private communities.
- Provided internship opportunities and practical work experience within the platform ecosystem.
- Enabled students to build independent agencies and scalable businesses through proper guidance.

Product & Ecosystem Expansion

Expanding the Mexemy ecosystem through new product lines:

- **LuminaLegacy** - A service-based infrastructure enabling educators and coaches to build, scale, and monetize digital products through structured systems and execution support (currently in MVP development).
- **WeGrowPositive** - A community platform that connects entrepreneurs and creatives to encourage collaboration, shared learning, and new opportunities within a growth-focused ecosystem (early-stage development).