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Objective:

Results-driven digital marketer with 5 years of experience in creating and executing successful digital marketing strategies. Seeking a challenging role to leverage my expertise in driving online growth and enhancing brand visibility.

Professional Summary:

A highly skilled digital marketer with a proven track record of achieving measurable results for clients and organizations. Proficient in developing and implementing comprehensive digital marketing campaigns, utilizing a wide range of digital channels and tools to increase brand awareness, engage audiences, and drive conversions. Strong analytical skills and a data-driven approach to continuously optimize strategies.

Key Competencies:

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1. Digital Strategy Development
 2. SEM Optimization
 3. Social Media Marketing
 4. Content Marketing
 5. Email Marketing
 6. Paid Advertising (Google Ads, Facebook Ads)
 9. Marketing Automation
 9. A/B Testing and Data Analysis
 10. Budget Management
 11. Team Leadership and Collaboration

Professional Experience:

Digital Marketing Manager
Webcodwe-it - Dhaka
2018 - Present

- Lead a team of Webcoder-it digital marketing professionals, overseeing all aspects of digital marketing campaigns.
- Developed and executed comprehensive digital marketing strategies resulting in a 2x/3x percent increase in online sales and a more than 50 percent boost in website traffic.
- Successfully managed a digital marketing budget of 80k per year, optimizing spending across various channels to maximize ROI.
- Conducted in-depth keyword research, competitive analysis, resulting in a 2x/3x percent increase in organic search traffic.
- Implemented data-driven decisions using Google Analytics, tracking key performance indicators (KPIs) and adjusting strategies accordingly.
- Oversaw the creation and distribution of high-quality content across blogs, social media, and email, resulting in a 2x/3x pwecentincrease in engagement and lead generation.

- Launched and managed successful PPC campaigns on Google Ads and Facebook Ads best & cost-per-acquisition (CPA).
- Implemented marketing automation tools to streamline workflows and nurture leads, resulting in a 2x/3x percent increase in conversion rates.

Digital Marketing Specialist

Webcoder-it - Dhaka

2019 - present

- Executed digital marketing campaigns across various channels, including SEO, email marketing, and social media, resulting in a 2x/3x percent increase in website traffic.
- Managed and optimized pay-per-click (PPC) advertising campaigns, reducing the cost per click (CPC) by 2x/3x percent.
- Conducted A/B testing and analyzed user behavior to improve website conversion rates, resulting in a 2x/3x percent increase in conversions.
- Collaborated with cross-functional teams to develop and execute content marketing strategies, resulting in a 2x/3x percent increase in content engagement.
- Monitored online reputation and responded to customer inquiries and feedback on social media platforms, maintaining a positive brand image.

Education:

Master's Of Science

Government Azizul Haque College- Bogura, Banagladesh

Certifications:

- Advanced Digital Marketing & Dropshipping Shopify

Skills:

- Proficient in Google Analytics, Google Ads, Facebook Ads Manager, and other digital marketing tools.
- Strong proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).

Languages:

- English, Bangla [Native Language]