



SUMMARY

Digital marketing professional with 3+ years across SaaS and B2B/B2C tech, specializing in growth marketing, paid media, SEO, and marketing analytics. Track record of scaling organic traffic, lifting on-site conversion rates, and leading cross-functional teams of designers, writers, and trainees. Skilled at building measurement infrastructure (GA4, GTM, GSC) and turning it into campaigns that move revenue and traffic metrics.

CORE SKILLS

- Paid Media & Growth:** Google Ads, Meta Ads, Reddit Ads, X Ads, Media Buying
- Analytics & Tools:** GA4, GTM, GSC, Power BI, PostHog
- SEO & Content:** Technical SEO (Ahrefs), Copywriting, Landing Page CRO
- Marketing Ops:** Email Marketing (Apollo, Instantly, Mailchimp), CRM, Lead Gen
- Leadership:** Team Management, Stakeholder Management, Cross-functional Ops
- Sales Enablement:** Client Communication, Sales Pitch, Reporting

EXPERIENCE

BizScout Sep 2025 – Present

Digital Marketing Manager

- Converted **0.3%** of the unpaid user base to paying customers through targeted promotional email campaigns
- Lifted on-site banner and popup conversion rate to **3.63%**, the highest ever recorded for this campaign category
- Identified and resolved page indexation issues, boosting the site's organic search traffic
- Designed and wrote copy for high-converting landing pages on Unbound, owning structure and responsiveness end-to-end
- Built a lead-magnet report used to generate qualified leads from business sellers

Markopolo.ai Oct 2024 – Sep 2025

Associate Manager, Marketing (Jul'25-Sep'25) • Management Trainee Officer (Oct'24-Jun'25)

- Promoted to Associate Manager within **9 months**; led a team of 2 Management Trainee Officers, 3 designers, and 6 interns
- Implemented GTM, GA4, and GSC to build full-funnel conversion tracking from scratch
- Planned and executed paid media campaigns across Google, Meta, Reddit, and X Ads
- Grew organic website traffic **37%** in 6 months (6.6K → 9.1K sessions) through SEO strategy
- Directed a 7-person content team producing SEO-optimized website content

RideAlike Apr 2023 – Nov 2023

Growth Marketing Lead

- Increased average monthly customer acquisition by **92.3%** within 6 months
- Improved email campaign open rates by **4.71%** and click-through rate by **2.55%**
- Designed and executed an offline marketing strategy in Canada based on consumer behavior analysis

Banglalink Jan 2023 – Mar 2023

Intern, Customer Journey & Experience

- Revamped social media engagement strategy following a competitor gap analysis
- Built and executed 20 use cases for a social media listening tool

Mentors Jun 2019 – Dec 2022

Math & Analytical Instructor

- Delivered analytical and math instruction to 6 IBA BBA admission cohorts and 3 SAT cohorts
- Authored 50+ original math and analytical assessment questions; graded ~100 students in mock vivas
- Conducted 50+ hiring interviews to recruit future instructors

EDUCATION

BBA, Institute of Business Administration (IBA), University of Dhaka

2019 – 2022 • CGPA 2.90/4

A Levels — Private Candidate (2018) • Grades: 1A, 1B

O Levels — Manarat Dhaka (2016) • Grades: 3A*, 3A, 1B

CERTIFICATIONS

Google Analytics Advanced

HubSpot SEO I & II