

MD RUBAYED RODHAN

DIGITAL MARKETING SPECIALIST

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SUMMARY

I am a results-driven Digital Marketing Specialist with over 2 years of expertise in SMM, Facebook & Instagram Ads, Google Ads, and E-commerce Marketing. I possess a proven track record of fostering business growth through data-informed ad campaigns and optimizing product listings. My skills in Shopify SEO, analytics, and content strategy empower brands to enhance visibility and achieve impressive ROI

EXPERIENCE

Facebook and Instagram Ads Specialist

Freelance | Self-employed, Fiverr

08/2023 - Present Habiganj, Bangladesh (Remote)

Self-employed specializing in Facebook and Instagram advertisement

- Planned, created, and optimized Facebook & Instagram ad campaigns to drive sales and engagement
- Conducted audience research, A/B testing, and performance analysis to maximize ROI
- Managed budgets and scaled campaigns for e-commerce and service-based businesses
- Monitored KPIs (CTR, CPM, ROAS) and provided detailed performance reports

Facebook Page Management

Praxis Habiganj

11/2024 - 07/2025 Habiganj

Company specializing in social media management and marketing

- Managed and grew Facebook pages by creating engaging posts, stories, and reels
- Designed content calendars and scheduled posts to maintain a consistent brand presence
- Responded to comments and messages to improve audience engagement
- Analyzed page insights (reach, engagement, followers) and optimized strategies

Product Listing Specialist

Freelance | Self-employed

10/2024 - 05/2025 Habiganj, Bangladesh (Remote)

Self-employed focusing on product listings for e-commerce

- Listed products on Shopify, WooCommerce, and other e-commerce platforms
- Wrote SEO-friendly product titles and descriptions to boost search visibility
- Uploaded and optimized product images (resizing, background editing, branding)
- Managed product variations (size, color, SKU, pricing) with accuracy
- Ensured error-free uploads and maintained consistency across stores

EDUCATION

Computer Science And Technology

Habiganj Polytechnic Institute

04/2022 - 04/2025 Habiganj, Bangladesh

LANGUAGES

English

Advanced



Bengali

Native



SKILLS

Digital Marketing

Facebook Ads

Instagram Ads

LinkedIn Ads

Google Ads

Email Marketing

Mailchimp

Retargeting

Social Media Strategy

CPM

AB Testing

Facebook Pixel

E-commerce Marketing

GTM

GA4

CRO

Copywriting Basics

Google Sheets

Microsoft Word

SEO Basics

SMM

WooCommerce(basics)

Video Editing (capcut)

Whatsapp Marketing

SMS Marketing

Product Upload