

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

KEY ACHIEVEMENTS

- Increased Roas By 30%**
Achieved 30% increase in ROAS through optimized Facebook campaigns.
- Boosted Follower Growth**
Expanded follower base by 50% on Facebook in six months.
- Minimized Listing Errors**
Reduced product listing errors by 80% via enhanced accuracy checks.
- Elevated Ctr Performance**
Improved CTR by 25% through strategic A/B testing.

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](#) [Google Ads](#)

[LinkedIn Ads](#) [TikTok Ads](#) [YouTube Ads](#)

[Email Marketing](#) [WhatsApp Marketing](#) [SMS Marketing](#)

[Social Media Strategy](#) [Content Marketing](#) [Retargeting](#)

[Funnel Building](#) [A/B Testing](#) [CPM / CPC Optimization](#)

[Media Buying](#) [Copywriting](#)

Analytics & Tracking

[Facebook Pixel](#) [Google Analytics 4](#) [Google Tag Manager](#)

[Conversion Rate Optimization](#) [Data Layer Setup](#)

[Event Tracking](#) [UTM Tracking](#) [Dashboard Reporting](#)

E-commerce & Business Tools

[Shopify Store Setup](#) [Product Upload & Optimization](#)

[E-commerce Marketing](#) [Dropshipping Management](#)

[SEO \(On-page & Off-page\)](#) [Keyword Research](#)

[Market & Competitor Analysis](#) [Sales Funnel Strategy](#)