

# AHMED SHARIF KHAN

“Digital Marketing Specialist and Social Media Manager”

## Career Objective

I am a highly motivated and results-driven digital marketing professional with extensive experience in running Meta paid campaigns, budget optimization, and leveraging strategic insights. Passionate about utilizing data-driven decision-making to enhance brand visibility and achieve impressive ROI. Seeking a competitive position to apply my marketing expertise, expand my skill set, and contribute to the success of your organization.



## CONTACT



+88 01744750096



ahmedsharifkhannoor@gmail.com



Mirpur, Dhaka



Ahmed bio



## EDUCATION

(2020)

**EXIM BANK AGRICULTURAL UNIVERSITY BANGLADESH**

Bachelor of Business Administration (BBA)

Duration 4 years

Results CGPA: 3.23 out of 4

(2016)

**NAWABGANJ GOVT. COLLEGE**

Higher Secondary Certificate (HSC)

Duration 2 years | Group:

**Business**

Results GPA: 3.67 out of 5

(2020)

**NAYANSUKA R. K HIGH SCHOOL**

Secondary School Certificate (SSC)

Duration 10 years

Group :

**Science**

Results CGPA: 4.94 out of 5



## EXPERIENCE

### Jr. Digital Marketing Specialist

**Business Globalizer**

**2024 - Present**

Business Globalizer is your comprehensive partner for global business expansion, specializing in company formation, banking setup, eCommerce solutions, and tax filing in the US, UK, and UAE.

#### Key Qualifications and Responsibilities:

- Led the development of content funnels, optimizing advertising strategies to effectively engage target audiences.
- Managed and allocated budgets for paid media campaigns, ensuring efficient use and maximum ROI.
- Collaborated with marketing teams to align campaign strategies and achieve shared goals.
- Executed multi-platform campaigns, overseeing ad setup, placement, and monitoring.
- Adjusted buying strategies as needed to optimize performance and meet objectives.
- Analyzed performance metrics to track campaign success and identify areas for improvement.
- Ensured alignment of sales channels with overall marketing objectives and brand messaging.
- Defined, measured, and evaluated key media KPIs to assess success and guide future strategies.

#### Key Achievements:

- Obtained 100+ ITINs: Enabled seamless U.S. tax compliance for international clients.
- Formed 200+ USA Companies: Supported complete setup and compliance for U.S. businesses.
- Launched 100+ UK Businesses: Guided businesses through UK company formation with full compliance.
- Streamlined Processes: Reduced company setup times by 50% in the UK.
- Achieved 70%+ Client Satisfaction: Delivered high-quality and reliable company formation services.



## SKILLS AND EXPERTISE

- Digital Media Buying
- Google and Meta Ads
- Content Planning
- SEO and SEM
- Content Optimization
- Audience Analysis
- Budget Management
- Social Media Marketing
- Google Analytics
- Google Tag Manager
- Google Search Console
- Google Merchant Center
- Video Marketing
- Campaign Planning
- Team Leadership



## LANGUAGE

English- Good Working Knowledge  
Bangla- Native



## INTERESTS

- Artificial Intelligence
- Data Science
- Photography
- Cloud computing
- Online gaming
- Traveling



## REFERENCE

**Rony Khan**

Manager-in-Charge (Digital Marketing & SEO)

Ecomclips Ltd.

📞 | 01766937644

✉ | ronykhan.akash@gmail.com

**Tahmina Akter**

Manager-in-Charge (E-commerce)

Ecomclips Ltd.

📞 | 01777129447

✉ | mitutahmi@gmail.com

## Project Manager (Digital Marketing)

**Ecomclips**

**2022 - 2023**

Ecomclips is a data-driven eCommerce solution that helps with online marketing, brand identity, SEO, and content creation.

### Key Qualifications and Responsibilities:

- Plan, execute, and optimize social media advertising campaigns across platforms such as Facebook, Google Ads, Instagram, Twitter, and LinkedIn to achieve client objectives.
- Conduct thorough audience research and utilize data analytics to identify target demographics and optimize ad targeting strategies.
- Collaborate with cross-functional teams to develop compelling ad creatives and messaging that align with brand guidelines.
- Monitor and analyze key performance indicators (KPIs) to measure campaign effectiveness and make data-driven recommendations for continuous improvement.
- Stay abreast of industry trends and algorithm changes to ensure the implementation of best practices.
- Produced 50+ Facebook posts and 50+ Google ads for multiple clients.
- Run paid camping on Social media Facebook, Instagram, LinkedIn, Twitter/X, TikTok and do optimization, Monitoring analytics.

### Key Achievements:

- Awarded Employee of the Month.
- Achieved ROAS of 700-800% from Google Ads campaigns.
- Attained remarkable 600% return on ad spend (ROAS) through Facebook ad.

## Courses

- Digital Marketing, Google Ads, Facebook Ads and other by Skillup.com (2022)
- Digital Marketing Associate by Facebook. (2021)
- Social Media Banner Design Graphic Designer by Dopementor.com (2023)
- Web Design for Everybody Authorized By the University of Michigan. (2020)



## Core Competencies

- Able to work in a team and can maintain the effective relationships.
- Skilled to complete work on time.
- Evaluate situations and find effective solutions.



## Achievements & Activities

- 25th Pacific-Asia Conference on Knowledge Discovery and Data Mining
- Commonwealth- Common Purpose-Open Source Leader