



ASIF RAHMAN

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- hello.asifrahman@gmail.com
- 19 May, 1990
- Chha-70/4, North Badda,
Gulshan, Badda
Dhaka-1212

Experience :

May 2023 - Apr 2025

Senior Digital Marketing Executive

Othoba.com

Feb 2021 - Apr 2023

Digital Marketing Executive

Bizcope Digital Ltd

Jun 2011 - Mar 2020

Assistant Manager (Admin)

Mugli Engineering and Structures Ltd

Education :

Bachelor in Science (Pass Course)

2nd Division (59% Mark)

2010 - National University

Higher Secondary Certificate

A Grade (4.60 out of 5)

2007 - Khilgaon Model College

Secondary School Certificate

A Grade (4.31 out of 5)

2005 - Badda Alatunnessa School

Profile

I am a passionate and performance-driven Digital Marketing Specialist with experience in both agency and e-Commerce environments. I have expertise in building data-backed, result-oriented campaigns that drive traffic, increase engagement, and boost conversions.

Portfolio (links)

Website : asif-portfolio.github.io/home

Specializations

- Performance & Paid Media - Google ads, Meta ads, TikTok ads, LinkedIn ads, Pinterest ads
- SEO - Website SEO (onpage, offpage, technical, local), Youtube SEO, Social media SEO, App store SEO
- Analytics - Google Analytics 4, Google Search Console, Google Tag Manager, Excel, Bigquery, SQL, Conversion Rate Optimization, Looker Studio, Server-side tracking
- Email marketing & automation - Copy writing, Mobile responsive template design, Lead nurturing
- Strategy & Planning - Integrated campaign planning, Funnel strategy, Product & Content Marketing Strategy, Audience Segmentation, Retargeting, Growth hacking
- Marketing Automation - CRM integration (HubSpot, etc.), Lead scoring and behavioral segmentation
- Familiar with - HTML5, Javascript, PHP

Soft Skills

- Ability to Inspire and guide others towards a shared objective
- Creative thinking with problem-solving mindset
- Good fit both in Team-based and Solo environment
- Adaptability to new tools and trends
- Quick learning and Innovative thinking ability