

MANIUL ISLAM

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SUMMARY

Marketing strategist and media buyer with 3+ years of experience achieving \$8M+ in e-commerce revenue and thousands of leads while managing creative and marketing teams for agencies across North America.

WORK EXPERIENCE

Marketing Manager & Media Buyer (Remote)

Sep 2025 - Present

Voolcano Digital (Newmarket, ON, Canada)

Lead the digital marketing and creative team to deliver the best results for local business clients across the Greater Toronto Area.

Marketing Manager & Media Buyer (Remote)

Feb 2025 - Present

Conversion Consulting (Hawaii, USA)

Manage the full digital marketing operations for this Hawaii-based agency serving tour operators across the United States.

Additional Experience

- Worked with many other international individual businesses, providing paid ads management and brand consultation services to help them grow digitally.
- Founded an online-based clothing brand in Bangladesh.

EDUCATION

Bachelor of Science in Computer Science & Engineering

Sep 2022 - Present

American International University-Bangladesh

CGPA - 3.74

SKILLS

Hard Skills

- Google Ads, Meta Ads, YouTube & Display Campaigns
- PPC Management & Optimization
- Conversion Rate Optimization
- Product, Market & Competitor Research
- Creative & Branding Consultation
- Google Analytics 4, Tag Manager, Looker Studio
- Conversion Tracking & Server-Side Tracking
- Ecommerce & Lead Generation Strategy
- Social Media Advertising & Marketing
- WordPress, Shopify, Wix, Elementor

Soft Skills

- Problem Solving, Communication, Leadership, Decision Making, Time Management, Integrity, Attention to Detail, Adaptability, Professionalism

CERTIFICATES

Google Ads Search Certification

Feb 2025

Provider: Google

Digital Marketing Certification

Feb 2025

Provider: HubSpot Academy