Md Mehedi Hasan

Professional Marketing Manager

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Professional Summary

Digital Marketing Expert with 4+ years of experience in creating and executing data-driven marketing strategies. Skilled in SEO, paid ads, social media, and content marketing to boost brand awareness and lead generation. Strong ability to analyze trends, manage campaigns, and deliver measurable growth with cost-effective solutions.

Professional Experience

Head of Marketing Manager
Move X Health Company
September 2024 – Present

Leading digital campaigns across social media, SEO, and paid ads to expand market reach.
Increased qualified leads by 40% within the first 3 months.
Managing marketing team and aligning campaigns with sales objectives.

Assistant Marketing Manager
SoftollyoCompany
April 2021 – February 2023

Managed Google Ads & Facebook Ads, driving higher ROI with optimized targeting. Conducted competitor analysis to support product positioning and strategy. Reduced ad spend by 25% through performance-based budget allocation.

Web Development
Feusar Company
April 2023 – February 2024

Built responsive, SEO-friendly websites with improved site speed and UX.
Created landing pages that boosted lead conversions.
Worked with designers and marketers to maintain brand consistency.

Education

Master of Digital Marketing
Webcoder-It
Graduated: May 2021

Specialized in SEO, social media, and paid advertising strategies.
Focused on data-driven campaign optimization and digital branding.

Bachelor of Digital Business
University of Chandpur
Graduated: May 2020

Studied digital entrepreneurship, business strategy, and e-commerce.
Gained strong foundation in market analysis and online business management.

Skills

- Digital Marketing Strategy
- Brand Management
- SEO & Paid Ads
- Social Media Marketing
- Campaign Management
- Content Marketing
- Data Analytics
- Team Leadership

Certification

- Digital Marketing Specialist Certification – Webcoder Institute
- Web Development Certification – Programming Hero
- Google Digital Garage – Fundamentals of Digital Marketing (Free, globally recognized)
- HubSpot Academy – Content Marketing / Social Media Marketing (Free, quick to finish)
- Meta Blueprint – Digital Advertising Essentials (Free for Facebook/Instagram ads)