## MD. Sajjad Islam **Digital Marketing Manager** +8801942488252 | in LinkedIn/shariansaju ✓ sharian.saju@gmail.com • Wari, Dhaka - Bangladesh PROFESSIONAL SUMMARY Digital marketing manager with over 7 years of experience in creating and executing successful marketing strategies to drive business growth. Proven track record of boosting brand awareness and product engagement through targeted campaigns and events. Skilled in using data analysis and market research to identify opportunities and trends, and leading crossfunctional teams to execute campaigns on time and within budget. Experienced in managing budgets and using digital marketing tools to improve ROI. PROFESSIONAL EXPERIENCE Leader of SEM & SMM | Digital Marketing Manager ScaleUp Ads Agency (Betopia Group) November 2024 - Present Promoted to Team Leader after three months Spearheaded 300+ digital marketing projects Led high-performing Social Media Marketing team Managed SEM campaigns (Google Ads, YouTube) Directed SMM campaigns (Meta, TikTok) Optimized campaign performance and ROI Marketing Manager & KOL Management SHANGHAI MOONTON TECHNOLOGY CO., LTD (MOONTON Games) Feb 2022 – Jun 2024 Trade show and event planning and management Marketing strategy development Influencer marketing and management Campaign planning and execution Market research and analysis Content marketing and budget management Cross-functional team leadership Digital marketing and social media management Customer engagement and creative problem-solving Marketing Manager & Moderator BIGO TECHNOLOGY PTE. LTD. 2019 - 2022 ✓ Marketing strategy development and implementation ✓ In-app system management and moderation ✓ Influencer marketing and campaign planning Market research and analysis Budget management and cost control Cross-functional team leadership Digital marketing and social media management Customer engagement and copywriting VOLUNTEER EXPERIENCE **Volunteer Marketing Manager** Vivo Bangladesh 2021 Managed team of 10 volunteers Created product launch campaign Executed multi-channel marketing plan Achieved 15% increase in sales Collaborated with social media influencers Trained and mentored junior volunteers Extensive volunteer works and partner projects completed as digital marketer, creating impactful campaigns and fostering brand partnerships. **Volunteer Marketing Helper** OPPO 2021 Created engaging content (blog, videos) Built relationships with influencers and media Collaborated with social media influencers Participated in numerous partner works and volunteer initiatives, leveraging digital marketing expertise to support brand initiatives. SKILLS & EXPERTISE Marketing Analytical **Strategy Development Data Analysis Market Research Campaign Planning ROI Optimization Brand Management** A/B Testing **Performance Tracking Customer Engagement Conversion Rate Optimization Predictive Analytics Influencer Marketing Event Planning Content Strategy Growth Hacking Leadership** Technical **Budget Management Google Analytics** Google Ads **Team Leadership Google Tag Manager Looker Studio** WordPress **Marketing Automation GHL** CRM **Strategic Planning Meta Business Suite SEMrush CRM Management Change Management** HubSpot Mailchimp **Cross-functional Collaboration Adobe Creative Suite**

## **Higher Secondary School Certificate**

**EDUCATION** 

Shaikh Burhanuddin Post Graduate College 2022

Group: Arts and Humanities

**Secondary School Certificate** Shaheed Smrity High School

2016

**Group: Arts and Humanities** 

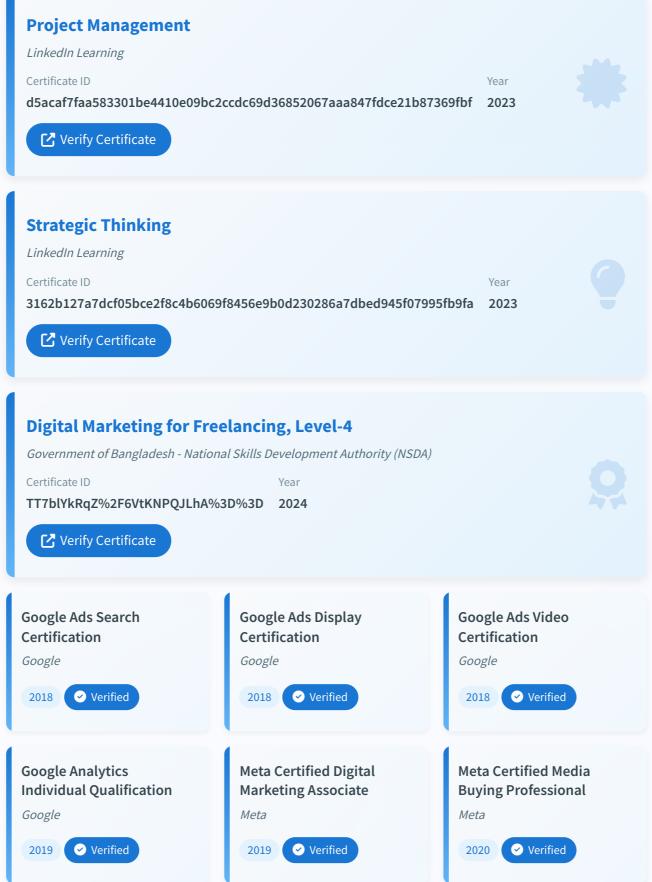
**HubSpot Content** 

HubSpot

**Marketing Certification** 

✓ Verified

CERTIFICATIONS



**HubSpot Social Media** 

**Marketing Certification** 

2021 Verified

HubSpot

**Microsoft Advertising** 

2024 Verified

Certification

Microsoft