

# **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 cross-functional 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

## **Volunteer Marketing Helper**

OPPO

2021

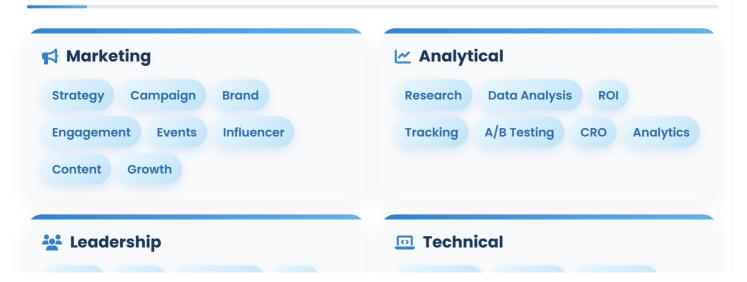
- Created engaging content (blog, videos)
- Built relationships with influencers and media
- Collaborated with social media influencers

## **Additional Volunteer Experience**

Extensive volunteer works and partner projects completed as digital marketer, creating impactful campaigns and fostering brand partnerships.

Participated in numerous partner works and volunteer initiatives, leveraging digital marketing expertise to support brand initiatives.

# **Skills & Expertise**



Budget Team Automation CRM Google Ads Analytics WordPress

Planning Collaboration Meta SEMrush HubSpot Canva

Adobe

## **Education**

## **Higher Secondary School Certificate**

Shaikh Burhanuddin Post Graduate College

2022

Group: Arts and Humanities

## **Secondary School Certificate**

Shaheed Smrity High School

2016

Group: Arts and Humanities

## **Certifications**

# **Project Management**

LinkedIn Learning

Certificate ID

d5acaf7faa583301be4410e09bc2ccdc69d36852067aaa847fdce21b87369fbf

Year

2023



# **Strategic Thinking**

LinkedIn Learning

Certificate ID

3162b127a7dcf05bce2f8c4b6069f8456e9b0d230286a7dbed945f07995fb9fa

2023



## **Digital Marketing for Freelancing, Level-4**

Government of Bangladesh - National Skills Development Authority (NSDA)

Certificate ID

TT7blYkRqZ%2F6VtKNPQJLhA%3D%3D

Year

2024



#### **Google Ads Search Certification**

Google

2025

Verify

#### **Google Ads Display Certification**

Google

2025

Verified

#### **Google Ads Video Certification**

Google

2025

Verify

## **Google Analytics Individual Qualification**

Google

2025

Verify

### **Meta Certified Digital Marketing Associate**

Meta

2025

Verified

#### **Meta Certified Media Buying Professional**

Meta

2025

Verified

#### **HubSpot Content Marketing Certification**

HubSpot

2022

Verified

# **HubSpot Social Media Marketing Certification**

HubSpot

2021

Microsoft Advertising Certification
Microsoft
2024
Verified

Al-Powered Performance Ads Certification
Google
2025

Verify

Al-Powered Shopping Ads Certification
Google
2025

Verify

Verify

Verify

Verify