

MD SAJJAD ISLAM

Digital Marketing Manager

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🌐 LinkedIn/shariansaju

📍 Wari, Dhaka - Bangladesh

📁 Portfolio

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

Marketing

Strategy Campaign
Brand Engagement
Events Influencer
Content Growth

Analytical

Research
Data Analysis ROI
Tracking A/B Testing
CRO Analytics

Leadership

Budget Team
Automation CRM
Planning
Collaboration

Technical

Google Ads Analytics
WordPress 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

d5acaf71aa583301be4410e09bc2ccdc69d36852067aaa847fdce21b87369fbf

Year

2023

🔗 Verify

Strategic Thinking

LinkedIn Learning

Certificate ID

3162b127a7dcf05bce2f8c4b6069f8456e9b0d230286a7dbed945f07995fb9fa

Year

2023

🔗 Verify

Digital Marketing for Freelancing, Level-4

Government of Bangladesh - National Skills Development Authority (NSDA)

Certificate ID

TT7bYkRqZ%2F6VKNPQJLhA%3D%3D

Year

2024

🔗 Verify

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

🔗 Verified

Microsoft Advertising Certification

Microsoft

2024

🔗 Verified

AI-Powered Performance Ads Certification

Google

2025

🔗 Verify

Google Ads Apps Certification

Google

2025

🔗 Verify

AI-Powered Shopping Ads Certification

Google

2025

🔗 Verify

Search Ads 360 Certification Exam

Google

2025

🔗 Verify