





# MD. Sajjad Islam

## Digital Marketing Manager

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 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 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

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


- Strategy Development
- Campaign Planning
- Brand Management
- Customer Engagement
- Event Planning
- Influencer Marketing
- Content Strategy
- Growth Hacking

Analytical

- Market Research
- Data Analysis
- ROI Optimization
- Performance Tracking
- A/B Testing
- Conversion Rate Optimization
- Predictive Analytics

Leadership

- Budget Management
- Team Leadership
- Marketing Automation
- CRM Management
- Strategic Planning
- Change Management
- Cross-functional Collaboration

Technical

- Google Ads
- Google Analytics
- Google Tag Manager
- Looker Studio
- WordPress
- CRM
- GHL
- Meta Business Suite
- SEMrush
- HubSpot
- Mailchimp
- Canva
- Adobe Creative Suite

### 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: d5aca77faa583301be4410e09bc2ccdc69d36852067aaa847fdce21b87369fbf

Year: 2023

Verify Certificate




#### Strategic Thinking

LinkedIn Learning

Certificate ID: 3162b127a7dcf05bce2f8c4b6069f8456e9b0d230286a7dbed945f07995fb9fa

Year: 2023

Verify Certificate




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

Government of Bangladesh - National Skills Development Authority (NSDA)

Certificate ID: TT7b1YkRqZ%2F6VtKNPQJLhA%3D%3D

Year: 2024

Verify Certificate



#### Google Ads Search Certification

Google

2018

Verified

#### Google Ads Display Certification

Google

2018

Verified

#### Google Ads Video Certification

Google

2018

Verified

#### Google Analytics Individual Qualification

Google

2019

Verified

#### Meta Certified Digital Marketing Associate

Meta

2019

Verified

#### Meta Certified Media Buying Professional

Meta

2020

Verified

#### HubSpot Content Marketing Certification

HubSpot

2022

Verified

#### HubSpot Social Media Marketing Certification

HubSpot

2021

Verified

#### Microsoft Advertising Certification

Microsoft

2024

Verified