

MD. Sajjad Islam

Digital Marketing Manager

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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

Nov 2024 – Present

ScaleUp Ads Agency (Betopia Group)

- 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

Feb 2022 – Jun 2024

SHANGHAI MOONTON TECHNOLOGY CO., LTD (MOONTON Games)

- 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

2019 – 2022

BIGO TECHNOLOGY PTE. LTD.

- 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

2021

Vivo Bangladesh

- 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

2021

OPPO

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

Skills & Expertise

Marketing

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

Analytical

- Market Research
- Data Analysis
- ROI Optimization
- Performance Tracking

Leadership

- Budget Management
- Team Leadership
- Marketing Automation
- CRM Management

Technical

- Google Ads
- Google Analytics
- Google Tag Manager
- Looker Studio
- WordPress
- CRM
- GHL

Education

Higher Secondary School Certificate

2022

Shaikh Burhanuddin Post Graduate College

Group: Arts and Humanities

Secondary School Certificate

2016

Shaheed Smrity High School

Group: Arts and Humanities

Certifications

Project Management

Project Management Foundations

Certificate ID:

d5acaf7faa583301be4410e09bc2ccdc69d36
852067aaa847fdce21b87369fbf

Project Management

LinkedIn Learning

Certificate ID:

3162b127a7dcf05bce2f8c4b6069f8456e9b0d
230286a7dbed945f07995fb9fa

Digital Marketing for Freelancing, Level-4

Government of Bangladesh - National Skills
Development Authority (NSDA)
National Skills Certificate

Skills Portal Bangladesh

Government of Bangladesh

Certificate ID:

TT7bYkRqZ%2F6VtKNPQJLhA%3D%3D