

MD Sajjad Islam

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PROFESSIONAL SUMMARY

Results-driven **Digital Marketing Manager** with **7+ years of experience** in performance marketing, business analysis, and growth strategy. Proven ability to scale revenue, optimize marketing funnels, and lead high-performing cross-functional teams. Delivered **\$1M revenue growth within 6 months**, achieved **20x client base expansion**, and accelerated customer acquisition by **70%**. Adept in SEM, SMM, influencer marketing, analytics, and product-led growth, with a track record of completing **95% of projects ahead of schedule** in remote and fast-paced environments.

CORE COMPETENCIES

Versatile marketing leader skilled in driving growth via data-driven strategies, including SEM, SMM, influencer marketing, and growth hacking. Expert in optimizing performance through Google & Meta Ads, A/B testing, and conversion analysis to maximize ROI. Proven ability in team management, budgeting, and agile project leadership. Proficient with Google Suite, SEMrush, HubSpot, Adobe Creative Suite, and GHL. Excels in remote collaboration, adapting seamlessly across time zones to manage and train virtual teams.

WORK EXPERIENCE

ScaleUp Ads Agency (Betopia Group) 43 Mohakhali C/A, Dhaka 1212
Digital Marketing Manager | Team Lead (SEM & SMM) Nov 2024 - Present

- Promoted to **Team Leader in 3 months**, leading **600+ digital marketing projects**.
- Directed **Google Ads, YouTube, Meta, and TikTok campaigns**, optimizing performance and ROI.
- Recruited and mentored a new SMM team of 47 specialists, improving average client engagement metrics by 40% within the first 6 months.
- Delivered scalable campaign structures that consistently exceeded client KPIs.

MOONTON Games (Hybrid) Minhang District, Shanghai, China
Marketing Manager & KOL Management Feb 2022 - Jun 2024

- Designed and executed **global marketing strategies** for gaming products and events.
- Managed **influencer partnerships** and KOL campaigns, increasing brand visibility across key markets.
- Planned and managed **international trade shows & product launches**.
- Led **cross-functional teams** in executing data-driven, multi-channel campaigns.
- Drove **customer engagement growth by 40%** through targeted content marketing.

BIGO Technology PTE. LTD. 08-05 Temasek Blvd, Singapore 038988
Marketing Manager & Moderator Jan 2019 - Feb 2022

- Developed and implemented **marketing strategies** improving user engagement and retention.
- Directed **in-app moderation and system management**, enhancing user experience.
- Managed **influencer campaigns** and content marketing initiatives.
- Controlled budgets and optimized marketing spend for **maximum ROI**.
- Built and mentored cross-functional teams, achieving high campaign performance.

SKILLS

Skills: Marketing Strategy Development, Campaign Planning, Brand Management, Customer Engagement, Event Planning, Influencer Marketing, Content Strategy, Growth Hacking, Market Research, Data Analysis, ROI Optimization, Performance Tracking, A/B Testing, Conversion Rate Optimization, Predictive Analytics, Budget Management, Team Leadership, Marketing Automation, CRM Management, Strategic Planning, Change Management, Remote Onboarding & Training, Google Ads, Google Analytics, Google Tag Manager, Looker Studio, WordPress, CRM, GHL, Meta Business Suite, SEMrush, HubSpot, Virtual Collaboration.

EDUCATION

Shaikh Burhanuddin Post Graduate College Dhaka, Bangladesh
Higher Secondary School Certificate (HSC) Graduation Date: Jan 2022

CERTIFICATIONS

- Google Ads Search, Display, Video, Apps, Shopping, Measurement, AI-Powered Ads, SA360 (2025)
- Google Analytics Individual Qualification (GAIQ) – 2023
- Meta Certified Digital Marketing Associate & Media Buying Professional – 2024
- Microsoft Advertising Certification – 2024
- HubSpot Content Marketing Certification – 2022
- HubSpot Social Media Marketing Certification – 2021
- Project Management & Strategic Thinking (LinkedIn Learning) – 2023
- Digital Marketing for Freelancing (Level-4, NSDA, Gov. of Bangladesh) – 2024