Sayem Ul Islam

Marketing Manager



**Contact**

### Address

Uttara, Dhaka, 1230

### Phone

01626121609

### E-mail

[sayemislam717@gmail.com](mailto:sayemislam717@gmail.com)

**Summary**

Over 5 years of expert/managerial experience with EU and USA based marketing agencies and firms. Highly proficient in understanding the EU market and demands. Highly creative Marketing Manager with expertise in transforming marketing and advertising strategies into desired results. Leads teams in developing profitable campaigns. Marketing metrics knowledge and collaborative skills supports achievement of targeted outcomes.

Dedicated marketing professional versed in data tracking, trend analysis and schedule oversight. Analytical, detail-oriented team player. Provides strong technological skills with solid abilities in SEMrush, SEOmonitor, Morphio, Google analytics, search console, and many other software related to Google PPC and SEO. Competent Marketing Manager adept in driving company growth through implementing full marketing 360 funnel strategies.

Dedicated team leader proficient in assessing market trends and customer needs to develop targeted marketing campaigns.

# Career & Experience

Marketing and advertising



**Skills**

Excellent

Strategic planning



Excellent

Market Analysis



Very Good Campaign management

Excellent



Client communication



Excellent

Staff Management



Excellent

G-Suite



Excellent

Teamwork and2020-08 -

Current

## Marketing Manager

*Anova London LTD, London, England*

Started off as Google PPC and Facebook ads manager for 4 clients within the agency Communicated with clients to understand their goals and objectives

Realigned campaign strategies based on findings from tools like SEMrush, SEOmonitor, and Google search console to fix the outstanding issues within the websites of clients.

Managing over $1M in Google ad spend for 8 clients in the last 2 years

Managing over $700k in Facebook ad spend for 5 clients in the last 2 years

Analyzed the user journey within the websites to reduce bounce rates and drop off zones Launched successful PPC campaigns for clients which saw an increase of 300% revenue in 4 months

Enhanced lead generation strategy across Facebook and LinkedIn with targeted research and customer segmentation.

Collaborated with design team to develop innovative graphics and video content

Collaboration



Semrush



**Software**



SEOmonitor



Bannersnack

Excellent

Excellent

Excellent

Excellent



2019-07 -

2020-06

Grew online social media presence with comprehensive content plan and online contest strategy.

Maximized strategy effectiveness by studying economic indicators, identifying needs and monitoring competition.

Performed detailed market and competitor analyses to inform digital marketing strategy. Harnessed SEO knowledge to create robust digital marketing strategies.

Developed and executed sales promotions, increasing revenue through targeted campaigns. Held responsibility for key accounts, including large retailers and blue chip clients.

Utilized Google Analytics and Woo commerce plugins to monitor PPC advertising and newsletter campaigns.

Optimized SEO performance by researching and implementing high-quality content recommendations.

Built strong relationships with clients through comprehensive campaign reporting meetings. Launched user-generated Instagram campaign that increased following by 45k in 3 months.

## Digital Marketing Manager

*Making Memories London, London, England* Increased web traffic by 500% by enhancing keyword research and optimizing content.

Rigorously planned and successfully executed 50+ PPC campaigns with a 3.1% conversion rate. Planned, launched, and optimized 30+ Facebook ad campaigns with full marketing funnel strategy (Brand awareness - Prospecting - Retargeting) Managed over £240k in ad budgets spread throughout Google and Facebook in 12 months with a steady target ROAS of 4

Collaborated with design team to develop innovative graphics and video content for website and social platforms.

Evaluated Google Ads campaigns against ROI and KPI targets and identified opportunities for further growth and improvement.

Improved end-to-end customer journey by identifying critical conversion and drop-off points,

2017-11 -

2019-04

2017-01 -

2017-07

adapting onboarding process accordingly. Grew online social media presence with comprehensive content plan and online contest strategy.

Produced engaging written content to optimize websites and social media platforms.

## Digital Marketing Manager

*Smm International, Houston*

Analysed customer data and campaign performance to drive improvements.

Managed $100k+ marketing budgets in PR, Facebook ads, and backlink building Monitored campaign performance, adapting

strategy as needed to ensure business goals were consistently met.

Motivated 5+ staff to exceed growth and revenue targets.

Realised greater team efficiency and effectiveness to continue significant year-on-year revenue growth.

Launched and optimised social media marketing campaigns for lifestyle and ornaments-based clients and successfully managed to maintain target ROAS

Launched and optimised search engine optimisation campaigns for lifestyle and ornaments-based clients.

Supervised all marketing and planning activities to achieve company goals.

## Digital Marketing Intern

*Copyfox Pro LLC, Los Angeles*

Created optimised ads and social media content through A/B testing

Curated appropriate social media content adhering to brand guidelines, style and tone. Conducted market analysis to identify key customer segments and growth opportunities. Set up and generated reports to analyse Google Analytics data.

Actively participated in brainstorming sessions to develop blog and campaign ideas.

Generated copy for marketing materials including social media posts, print and newsletter

campaigns.

Managed over 5 clients and their facebook ad accounts.

Provided weekly reports to digital marketing manager and assisted in client meetings

# Education

2020-06 -

Current

## BBA: Marketing

*Independent University Bangladesh - Dhaka, Bangladesh*

# Achievements

Received certification for Google Display ads Received certification for Google shopping campaigns

Received certification for Google search ads Received certification for Hubsport E-mail marketing

Supervised team of 5 staff members.

**References**

|  |  |
| --- | --- |
| Referee name: Martin Watkins  CEO, Anova London ltd, England  Contact: marw2000@gmail.com  Referee name:  Bradley Cooper  COO, SMM International, Los Angeles, USA  Contact: smmintlcomms@gmail.com |  |
|  |  |
|  |  |
|  |  |