



Sohan Rana Apurbo

Digital Marketing Expert

Digital Marketer with 4 years of experience boosting brand awareness through social media, SEO, email, and content marketing. Skilled in crafting strategies that drive growth and engagement. Ready to enhance your brand's online presence? Let's connect!

Contact

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Address

Nabinagar, Ashulia, Savar, Dhaka-1344

Education

2019

Higher Secondary School

Savar Laboratory College

2025

Computer Science & Engineering

City University

Expertise

- Digital Marketing
- SEO
- CPA Marketing
- Ads Specialist
- Website Optimization
- Analyst

Language

- English
- Bangla
- Hindi

Experience

2020-Present

Fiverr | Upwork

Social Media Manager

Developed and executed comprehensive social media strategies across multiple platforms (Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube), increasing engagement and growth in followers. Managed daily content creation, scheduling, and publishing, ensuring consistent brand messaging and voice across all channels. Analyzed social media metrics and performance data to optimize campaigns and drive targeted audience engagement. Collaborated with marketing, design, and content teams to produce high-quality visuals and copy tailored to each platform. Engaged with the online community, responding to comments, messages, and mentions to build strong relationships and improve customer satisfaction. Monitored trends, competitor activity, and industry developments to keep the brand ahead of social media trends and opportunities.

2019-2022

AdCombo

Publisher

Managed and optimized multiple ad campaigns across various niches, driving targeted traffic and maximizing conversion rates. Collaborated with account managers to select high-converting offers, ensuring alignment with audience preferences and market trends. Maintained up-to-date knowledge of industry trends, leveraging the latest tools and techniques to stay competitive in the affiliate marketing space. Provided regular performance reports and insights to stakeholders, ensuring transparency and alignment with business objectives.

2024-Present

Zorora Academy | Bir Uttam Khondoker Shorok, Gulshan 1

Social Media Analyst

Conduct a meta-analysis of social media data to identify trends, audience demographics, and campaign performance. Utilize data insights to inform content strategy and optimize social media posts for better reach and engagement. Assist in creating reports to visualize social media performance. Assist in making the website SEO-friendly and social pages user-friendly. Assist in the development and execution of lead-generation campaigns through social media. Analyze competitor content strategies and industry trends to inform content creation. Track and monitor key performance indicators (KPIs) for social media campaigns, including reach, engagement, and conversions. Utilize social media analytics tools to track content performance and identify areas for improvement. Research and develop strategies to increase brand awareness, follower growth

Reference

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