




# Md. Mehedi Hasan Masum

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 Portfolio: <https://mehedidigital.org/>

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## PROFESSIONAL SUMMARY

Results-driven **Digital Marketing Specialist** with 5+ years of experience in **e-commerce growth, paid advertising, and brand strategy**. Proven track record of increasing online sales, improving engagement, and optimizing campaign performance using data-driven strategies. Skilled in managing multi-channel campaigns and leveraging analytics tools to maximize ROI. Seeking to contribute to a growth-focused organization in Canada.

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## CORE SKILLS

Digital Marketing Strategy • Paid Advertising (Meta Ads, Google Ads) • SEO & SEM  
Social Media Management • E-commerce Optimization • Content Marketing  
Google Analytics • Conversion Rate Optimization • Email Marketing

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## PROFESSIONAL EXPERIENCE

### Digital Marketing Manager

Better We CIC | Jan 2025 – Present

- Increased social media engagement by **40%+** through targeted content and campaign strategies
- Improved website traffic by **35%** via SEO optimization and content updates
- Managed multi-platform campaigns (Facebook, Instagram), generating **higher donor and program participation rates**
- Designed and published 100+ digital assets (posts, banners, videos)
- Analyzed campaign performance using Google Analytics, improving ROI by **20%**
- Maintained website and ensured optimal UX and performance

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## **Executive Officer, E-commerce**

**TOP TEN GROUP** | Nov 2023 – Dec 2024

- Boosted online sales by **25%+** through performance marketing and campaign optimization
- Improved conversion rates by **15%** by enhancing website UX and customer journey
- Managed product promotions and seasonal campaigns across multiple platforms
- Collaborated with marketing and design teams to strengthen brand presence

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## **Assistant Marketing Manager**

**AIM DIGI LTD** | July 2020 – Oct 2023

- Managed digital campaigns for clients like **Acme, Renata, Evercare Hospital**
- Increased client engagement by **30%+** through targeted marketing strategies
- Handled multiple client accounts, ensuring on-time delivery and campaign success
- Contributed to brand growth through data-driven digital initiatives

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## **Senior Marketing Executive**

**Joy Technologies Ltd** | May 2018 – Dec 2019

- Supported campaigns that improved customer engagement by **20%+**
- Collaborated with creative teams to develop marketing materials
- Played a key role in executing the **Igloo Ice Cream campaign**

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## **FREELANCE EXPERIENCE**

### **Digital Marketing Consultant & Web Developer**

- Delivered digital solutions for UK and local clients including Edustart Ltd, Better We, and Biman Bangladesh Airlines
  - Developed websites and marketing strategies to enhance online presence
  - Improved client traffic and engagement through SEO and social media campaigns
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## **EDUCATION**

**Bachelor of Business Administration (BBA), Marketing**  
United International University

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## **TECHNICAL SKILLS**

Google Analytics • Meta Ads Manager • WordPress • Adobe Creative Suite  
MS Excel • Data Reporting • SEO Tools

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## **LANGUAGES**

English (Professional) • Bangla (Native) • Hindi (Conversational)