



# MD. MURSHALIN

## Digital Marketer



### ABOUT ME

I am a Digital Marketer with over 3 years of experience in planning, executing, and optimizing high-performing campaigns across Meta (Facebook & Instagram) Ads, Google Ads, and various digital platforms. I specialize in helping businesses grow online through strategic advertising, targeted content, and performance tracking. Skilled in eCommerce marketing, lead generation, social media strategy, and conversion-focused campaigns, I've worked with clients from multiple industries—delivering consistent ROI, increasing brand visibility, and generating measurable business results.



### EXPERIENCE

#### Paid Advertising Manager

Freelance | Remote | Jan 2022 – Jun 2025

Managed and optimized paid advertising campaigns across Meta (Facebook/Instagram) and Google Ads for multiple clients in e-commerce, service, and local business niches. Focused on generating leads, increasing ROI, and scaling sales through data-driven strategies.

Key Achievements:

- Delivered 3x–8x ROAS across multiple ad accounts
- Set up and managed over 100 ad campaigns using A/B testing, retargeting, and conversion tracking
- Collaborated with designers and copywriters to create high-performing ad creatives
- Managed monthly ad budgets ranging from \$500 to \$10,000
- Provided weekly performance reports and actionable insights to clients

#### Marketing Manager

Freelance / Agency / In-House Jan 2021 – Dec 2021

As a Marketing Manager, I led the development and execution of strategic marketing campaigns across digital platforms to drive brand awareness, customer engagement, and revenue growth. My role included overseeing paid ads, content creation, social media strategy, and performance analysis.

 Key Responsibilities:

- Developed and implemented data-driven marketing strategies for B2B and B2C clients
- Managed Meta Ads (Facebook/Instagram), Google Ads, and email marketing campaigns
- Coordinated with design and content teams to create high-converting marketing assets
- Conducted market research and competitor analysis to refine targeting and messaging
- Tracked KPIs and delivered detailed performance reports to stakeholders
- Managed marketing budgets and ensured high ROI across campaigns



### CONTACT



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Thakurgoan, Bangladesh



### EDUCATION

#### Creative it institute

Professional Digital Marketing  
2019 - 2020



### SKILLS

- Meta Ads Manager (Facebook & Instagram)
- Google Ads (Search, Display, YouTube)
- Social Media Strategy & Management
- WordPress & Shopify Marketing Integration
- Conversion Tracking, Pixel Setup, Analytics
- Marketing Funnels & Lead Generation



### LANGUAGE

- English