

# AHMED RUSSELL

## DIGITAL MARKETING STRATEGIST



### CAREER OBJECTIVE

Experienced digital marketing strategist skilled in Meta Marketing and Google Ads, with expertise in campaign management, consumer behavior, digital trends, and market analysis. Seeking a Digital Marketing Management role at an E-Commerce company to leverage data-driven decisions and innovative marketing for business success.

### WORK EXPERIENCE

#### Founder and Head of Marketing

*pinnaQlebd | Oct 2019 - present*

- Oversaw all aspects of operations including product development, marketing, sales, customer service and finance.

#### Meta Marketing Manager

*Cityfox | Jan 2020 - Sept 2022*

- Analyzed market trends to identify potential opportunities for growth.

#### Freelance Meta Marketer

Managed successful campaigns for approximately 50 startup ecommerce companies since 2018.

### EDUCATIONAL HISTORY

#### National University of Bangladesh

- *MA in English | 2018*

#### National University of Bangladesh

- *BA, English Language and Literature | 2016*

### CONTACT ME AT

- ☎ +8801824329616
- ✉ ahmed.rasel6930@gmail.com
- 📍 Cha-96, North Badda, Dhaka

### SKILLS SUMMARY

- Meta marketing
- Google Adwords
- Facebook Pixel
- Developing and Tracking Budgets
- WordPress
- Video Editing
- SEO
- Ecommerce Development
- Microsoft Office
- Team Leadership
- Market Knowledge
- Business Planning

### TRAINING

- Workshop on ecommerce, advance ecommerce course, Stepup Bangladesh.
- Mastery on Wordpress, Wordpress design and Development, Bornomala academy.
- Mastery on sales Funnel, Funnel mastery, Idean Consultancy.
- Meta Ads Mastery, Skill Upper.
- Google Ads Mastery, Skill Upper.
- Digital marketing with Server side Tracking, Skill Upper.
- Search Engine Optimization, On page SEO, Technical SEO, Khalid Farhan Academy.
- Facebook ads, Learning Bangladesh.