

Sojib Hosen

Certified Digital Marketing Expert

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Sumarry

Certified Full Stack Digital Marketing Expert with 4 years of experience in Google Ads and Social Media Marketing. Skilled in developing and implementing effective marketing strategies to drive business growth and enhance brand awareness. Proficient in managing marketing campaigns across multiple channels, analyzing data to improve performance, and delivering ROI-driven results. Passionate about keeping up-to-date with the latest marketing trends and technologies to stay ahead of the competition .

Skills

- Google Ads (Search, Display, Video , More..)
- Social Media Marketing (Facebook, Instagram, Twitter, YouTube, More..)
- Search Engine Optimization (SEO)
- Google Analytics
- A/B Testing
- Content Creation
- Project Management
- Analytical Thinking
- Creative Problem-Solving

Experience

January 2021 - October 2022

Digital Marketing Executive–The Costume Company, Australia

- Assisted in developing digital marketing strategies for clients across various industries, including real estate, hospitality, and retail.
- Managed social media accounts for clients, including creating content calendars, scheduling posts, and engaging with followers to build a strong online presence.

- Conducted keyword research and created SEO-friendly content for client websites to improve their search engine rankings.
- Created and managed Google Ads campaigns, including keyword research, ad copywriting, and performance optimization.
- Worked closely with the creative team to develop engaging visuals and videos for marketing campaigns.
- Analyzed campaign data to track performance, identify opportunities for optimization, and prepare reports for clients.

January 2019-June 2022

Digital Marketing Specialist-E-Lifestyle Shop, United States

- Managed end-to-end digital marketing campaigns for clients across various industries, including healthcare, education, and e-commerce.
- Conducted in-depth research to understand the client's target audience, competition, and market trends to develop effective marketing strategies.
- Created and optimized Google Ads campaigns, including search, display, and video ads, to drive traffic and increase conversions.
- Developed and executed social media marketing campaigns across various platforms, including Facebook, Instagram, and Twitter, to increase engagement and brand awareness.
- Conducted A/B testing to improve ad performance and optimize budgets for maximum ROI.
- Analyzed campaign data using tools like Google Analytics, Facebook Insights, and SEMrush to measure performance, identify trends, and make data-driven decisions.
- Collaborated with cross-functional teams, including designers, content writers, and developers, to deliver high-quality campaigns within deadlines and budgets

Education

January 2014 - February 2019

High - School Diploma

Joynagar Tajpur High - School

January 2020 - Continue

Bachelor of Education - BEd

Stamford University Bangladesh

Awards From Google

Fundamentals of Digital Marketing

Google Ads Search Certification

Google Ads Display Certification

Shopping ads Certification

Google Ads Video Certification.

Google Ads Apps Certification.

Languages

English

Bangla