

MIZANUR RAHMAN RABBI

Performance Marketing Strategist | E-commerce Growth | Paid Media | Analytics & CRO

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Performance marketing, paid media and e-commerce growth across Bangladesh, US and European markets.

PROFESSIONAL SUMMARY

Performance Marketing Strategist and E-commerce Growth professional with 5+ years of experience across in-house, project-based and client engagements. Managed \$2M+ in advertising spend across 40+ clients globally, working across Meta, Google, TikTok and Shopping Ads. Builds growth systems that connect paid media, audience research, analytics, tracking, CRO, creative strategy and customer experience to measurable business outcomes.

CAREER HIGHLIGHTS

- \$2M+ advertising spend managed across 40+ global clients and multiple industries.
- \$16M+ revenue influenced through paid media performance based on reported 8X+ ROAS across campaigns.
- 8X+ ROAS achieved across Meta, Google, TikTok and Shopping Ads campaigns.
- Experience spanning e-commerce, fashion, skincare, fitness, automotive, high-value products and service-based businesses.
- Corporate recognition includes a three-month Monthly Best Employee hat-trick and recognition for digital marketing cost savings.

CORE COMPETENCIES

Performance Marketing | Paid Media Strategy | Meta Ads | Google Ads | TikTok Ads | Media Planning & Buying | E-commerce Growth | Audience & Creative Strategy | Conversion Rate Optimization (CRO) | GA4 & Web Analytics | Google Tag Manager (GTM) | Conversion API (CAPI) | Server-Side Tracking | Customer Acquisition | Retention & CRM | Ad Copywriting | Marketing Automation | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Performance Marketing Consultant - Project Basis

Independent / Multiple Clients

Jul 2026 - Present | Remote

- Work directly with businesses across fitness, fashion, skincare, automotive, high-value products and service-based businesses to build and optimize performance marketing systems.
- Develop Meta Ads and Google Ads strategies around audience research, creative strategy, tracking, analytics, CRO, customer acquisition and revenue goals.
- Adapt acquisition strategies to different business models, customer journeys, buying cycles, AOV, LTV and retention dynamics.
- Partner with business owners and teams on strategy, reporting, optimization, problem solving and performance improvement.
- Continue building and testing independent digital business initiatives alongside client projects.

Executive Digital Marketing

SaRa Lifestyle Ltd. (Snowtex Group)

Jun 2023 - Jun 2026 | Mirpur DOHS, Dhaka

- Led performance marketing and digital growth across e-commerce, marketplace and retail channels, covering customer acquisition, conversion, retention and revenue growth.
- Planned and executed 30+ integrated campaigns including 12.12 Mega Sale, Buy & Win Royal Enfield, Eid Uthsob, Father's Day, Winter Special, Summer Feast, bank & MFS payment offers, outlet launches, photo contests and seasonal promotions.
- Improved customer experience through UI/UX and conversion optimization, reducing website bounce rate from 68% to 25%.
- Collaborated with developers to improve dynamic product recommendations, contributing to a 20% increase in average basket size.
- Worked with content and creative teams on audience research, ad copy, campaign messaging and creative direction to improve CTR and landing-page view performance.
- Managed customer acquisition and support workflows, supplying qualified leads and developing upsell, cross-sell, promotional and offer strategies to improve customer value.
- Managed multivendor marketplace relationships, collaborating with vendors to develop competitive offers and promotional strategies.
- Contributed to marketplace sales growth of approximately 370.3% in 2024, 68.5% in 2025 and 71% YoY through June 2026; fashion-category sales grew approximately 93.7% in 2024, 33.0% in 2025 and 38.0% YoY through June 2026.
- Supported outlet traffic and sales growth initiatives, contributing to approximately 15%-25% improvement in outlet sales performance during the tenure.

Digital Marketing Executive

Kay Kraft

Mar 2022 - May 2023 | Shyamoli, Dhaka

- Managed paid media and digital visibility initiatives to strengthen brand presence, customer reach and awareness across digital channels.
- Planned and launched integrated seasonal, promotional and storytelling-led campaigns across paid media, creative content, audience targeting and optimization.
- Executed digital advertising and media placements across leading Bangladeshi publishers and news platforms including Prothom Alo, The Daily Star, NTV Online, Somoy TV, Manab Zamin, Kaler Kantho and Jagonews24.
- Developed and managed Meta and Google campaigns aligned with seasonal demand, promotional offers, online sales and retail objectives.
- Grew year-end sales by 25% in 2022 through targeted Meta and Google campaigns.
- Increased Eid 2023 sales by approximately 100% compared with Eid 2022 through dynamic catalog ads, reach media, retargeting and audience-focused promotional strategies.
- Implemented Meta Pixel, dynamic product catalogs, conversion tracking and analytics; contributed to website redesign and conversion-focused improvements and worked with customer support to improve the online buying journey.
- Supported outlet promotion campaigns by connecting digital advertising with in-store offers and seasonal promotions; reported ROAS, CPA, CTR and conversion rate to top management for data-driven budget decisions.
- Led multiple seasonal, promotional and storytelling-led campaigns; "বাবাকে লেখা চিঠি" was one of the campaigns that stood out most for its emotional storytelling and audience connection.

Jr. Executive, Digital Marketing

Beautysiaa Ltd. - Skincare Startup

Apr 2021 - Feb 2022 | Mirpur, Dhaka

- Started in digital marketing after transitioning from export operations at PRAN-RFL Group and retail sales at Pebbles Clothing; joined as a Digital Marketing Intern and progressed to Jr. Executive within the same year.
- Supported live campaigns across paid social, search, email, SEO and social media while gaining hands-on experience in campaign execution, analytics, content and customer acquisition.
- Scaled monthly orders from 200 to 3,000 within months by building, launching and optimizing paid social and search campaigns during the startup phase.
- Managed social media channels and contributed to SEO, SEM, PPC and email marketing initiatives aligned with traffic, engagement and sales objectives.
- Tracked campaign performance using GA4, Google Tag Manager, Google Search Console and Hotjar, using weekly insights to improve campaign decisions.
- Developed audience-focused content strategies, social media creatives and campaign messaging to strengthen organic reach, engagement and paid performance.

Earlier Career Experience: Export Operations - PRAN-RFL Group | Retail Sales - Pebbles Clothing

TECHNOLOGY & MARKETING STACK

Advertising: Meta Ads, Google Ads, TikTok Ads, Shopping Ads

Analytics & Tracking: GA4, Google Tag Manager, Conversion API, Server-Side Tracking, Google Search Console, Microsoft Clarity, Hotjar

SEO & Research: Semrush, Ahrefs

Reporting & CRM: Looker Studio, HubSpot, Klaviyo, Mailchimp

CERTIFICATIONS

- Digital Marketing Associate - Meta Blueprint
- Google Ads Certification - Google Skillshop
- Google Analytics Certification - Google Skillshop
- Advanced Digital Marketing - Skillupper
- Web Analytics - Web Analytics Solution
- Additional learning: LinkedIn Learning, Coursera, Udemy, Bongiyo and CodersTrust

EDUCATION

Bachelor of Business Administration (BBA) in Management

Brindaban Government College - National University

2018 - 2025 | Habiganj, Bangladesh

CGPA: 2.75

Higher Secondary Certificate (HSC) | 2016 - 2018 | GPA 3.58 / 5.00

LANGUAGES

Bengali - Native | English - Professional Working Proficiency