

RAKIBUL ROMAN

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Portfolio: www.rakibulroman.com

CAREER OBJECTIVE

Dynamic and results-driven Digital Marketing Expert with a solid academic background in Business Administration, majoring in Accounting. Seeking to leverage my digital marketing expertise and analytical skills to contribute effectively to a digital marketing role. Highly capable of managing strategic marketing campaigns, and customer relations to drive growth and achieve business objectives.

WORK EXPERIENCE

Digital Marketing Manager The Virtual BD

November 2022 to Present

- Led the marketing department, driving strategic marketing campaigns to expand the company's presence in the market.
- Managed digital marketing channels, including Meta ads, Google Ads, Facebook Ads to optimize client engagement and increase conversions.
- Implemented conversion tracking solutions such as Facebook Pixel and server-side tracking, boosting campaign performance through accurate data analysis.
- Provided comprehensive marketing reports and insights, enabling data-driven decisions for future growth.

SKILL SUMMERY

- **Digital Advertising:** Google Ads, Meta Ads, SEO, E-Mail Marketing, Social Media Management, CRO
- **Analytics and Tracking:** Google Analytics 4, Facebook Pixel, Google Tag Manager, Server-site Tracking.
- **Technical Tools:** Google Ads Manager, GA4, Meta Ads Manager
- **Others Skills:** MS Office, Bijoy Bayanno, Leadership, Project Management, Time Management, Verbal Communications

ACADEMIC QUALIFICATIONS

Govt. B. L. College, Khulna.

Master of Business Administration- Accounting

Dauloutpur-9202, Khulna

December 2023 - [Now](#)

Govt. B. L. College, Khulna.

Bachelor of Business Administration- Accounting CGPA-2.96 (4.00) November 2015-2019

Dauloutpur-9202, Khulna

Govt. M.M. City College, Khulna.

HSC in Business Studies- GPA 4.67 (5.00)

Khulna-9100, Khulna

July 2013- August 2015

Saint Joseph's High School. Khulna.

SSC in Business Studies- GPA 5.00 (5.00)*

Khulna-9100, Khulna

Jan 2011- May 2013

EXTRA CURRICULAR ACTIVITIES

Institution: Dinghy Foundation

Member

[2022 to Present](#)

Offering educational programs that enhance skills and employability for the physically challenge