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ABOUT ME

I thrive in dynamic marketing environments, where I manage projects, optimize campaigns, and streamline processes to drive operational efficiency across digital marketing, brand strategy, and customer engagement. With a strong passion for continuous learning and problem-solving, I leverage data-driven insights and automation to enhance marketing performance and ROI. Committed to delivering impactful solutions, I collaborate effectively to strengthen brand visibility, improve customer acquisition, and contribute to overall business growth.

WORK EXPERIENCE

11/2025 – 4/2026

EXECUTIVE (Digital) - Brand Marketing & Communication

Halda Valley Food & Beverage

- Plan, execute, and optimize all paid digital campaigns (SEM, social media ads) with the primary goal of maximizing Return on Ad Spend (ROAS) and efficiently driving high-quality traffic to the D2C e-commerce platform.
- Execute the planned digital content strategy, including basic on-page SEO maintenance and managing the deployment and tracking of email marketing campaigns.
- Directly manage and monitor the digital performance of the D2C channel, implementing strategies for Conversion Rate Optimization (CRO), improving the user experience, and managing digital merchandising.

07/2024 – 11/2025

EXECUTIVE - DIGITAL MARKETING

GREEN COMPARE LTD

- Planned, executed, and optimized campaigns across platforms like Facebook, Instagram, and LinkedIn to increase engagement and brand visibility.
- Conducted keyword research and competitor analysis to develop SEO-driven content plans aimed at improving search rankings and traffic.
- Conducted client meetings to gather software product requirements and translate them into actionable plans for the development team.
- Enhanced video performance by optimizing titles, descriptions, thumbnails, and tags; increased audience retention and subscriber growth.
- Assisted in planning and reviewing digital campaigns, ensuring content, targeting, and landing pages aligned with strategic marketing objectives.

02/2024 – 07/2024

EXECUTIVE - PRODUCT MARKETING & GROWTH

INLEADS IT

- Developed and executed content plans focused on product features and benefits, supporting campaign strategy and user education.
- Supported campaign planning with strategic content direction, ensuring consistent messaging across ads, emails, and web content.
- Led organic user acquisition strategy across three countries, generating the first 50+ registrations through targeted email marketing campaigns.
- Collaborate with cross-functional teams for cohesive sales efforts.
- Supported product growth by creating strategic content initiatives that bridged sales and marketing efforts to increase registrations and platform engagement.
- Planned monthly content calendars aligned with marketing campaigns, product goals, and audience interests across digital platforms.

10/2022 – 02/2024

EXECUTIVE - OPERATIONS

HISHABEE TECHNOLOGIES LTD

- Analyze existing operational processes to identify inefficiencies and areas for improvement.
- Developed and executed marketing programs and generating business solutions resulting in increased company exposure, customer traffic and elevated sales.

- Implement streamlined workflows, standard operating procedures, and best practices to enhance productivity and reduce costs.
- Collaborate with various teams to ensure seamless coordination and effective communication.
- Built and maintained a close relationship with the sales division to provide support and insight to the customer's journey and experience.

Achievements: Employee Of The month (October 2023)

05/2022 – 11/2022

ASSOCIATE - MARKETING STRATEGY & PLANNING

UNISON (BD) INTERNATIONAL.

- Supported the development and execution of strategic marketing plans to improve brand visibility and drive performance across digital channels.
- Contributed to campaign planning by presenting market-driven ideas and performance insights to senior leadership.
- Supported the growth of digital presence through strategic content and ad campaigns, contributing to a significant increase in online sales.
- Assisted in the development and growth of the company's social media platform and nearly doubled sales resulting from online advertisement.

SKILLS

- | | | | |
|---|--|------------------------------|-------------------------------------|
| • Campaign Management | • Agile Methodologies | • Sprint Planning | • Google search console |
| • Go To Market Strategy Planning | • Meta Ads campaign | • Social-Media Marketing | • User Research & Feedback Analysis |
| • Go-to-Market (GTM) Strategy & Execution | • Strategic Thinking & Execution | • Google Ads | • Project Planning & Management |
| • A/B Testing & Experimentation | • CRM & Tools (Trello, Notion, Brevo) | • Search engine optimization | • Content planning |

EDUCATION AND TRAINING

2022	BACHELOR OF SOCIAL SCIENCE (B.S.S) <i>Tejgaon College Dhaka</i> Field of study Social Work	Dhaka, Bangladesh
2016	HIGHER SECONDARY CERTIFICATE <i>Govt. Shah Sultan College</i> Field of study Science Final grade 3.67 out of 5.00	Bogra, Bangladesh
2014	SECONDARY SCHOOL CERTIFICATE <i>Bogra YMCA public school</i> Field of study Science Final grade 5.00 out of 5.00	Bogra, Bangladesh

CERTIFIED SKILLS

2024 – 2025	Digital Product Management <i>KEERON Online Learning Platform</i>
2025 – 2025	Product Discovery Micro-Certification <i>Product School Online learning platform</i>
2023 – 2023	Business Analysis & Process Management <i>Coursera Online Learning Platform</i>
2022 – 2022	Digital marketing <i>UY LAB Online Learning Platform</i>
2021 – 2021	Digital Marketing <i>Bohubrihi E-learning platform</i>
2016 – 2016	Microsoft Office tools <i>DICT computer training Institute, Bogra</i>

LANGUAGE SKILLS

BENGALI

Mother tongue(s)

ENGLISH

Other language(s)