



ARIFUL ISLAM | Digital Marketing Manager

Phone: [01969099298](tel:01969099298)
Website: arifulislam.net
Email: arif@arifulislam.net
Address: Rupganj, Narayanganj, Dhaka.

SUMMARY

Results-oriented Digital Marketing & Advanced Analytics Specialist with 2+ years' proven success in maximizing ROI and driving substantial e-commerce growth. Expertly implement and leverage advanced tracking technologies, including Facebook Conversions API, GA4, and Server-Side Tracking via GTM, to ensure precise data integrity, optimize funnel strategies, and deliver data-driven business results.

WORK EXPERIENCE

Digital Marketing Manager | Orecohost Ltd. Jan 2025 - Sep 2025

- Drove 43% sales growth within 3 months by implementing a full-funnel marketing strategy, including high-conversion offers and targeted Meta Ad campaigns.
- Enhanced data-driven decision-making by analyzing robust GA4 tracking via GTM, Meta Pixel, and Conversions API (CAPI), providing actionable insights into campaign performance.
- Executed content-to-conversion strategy, from designing persuasive ad creatives to developing optimized full-funnel content, resulting in a measurable lift in customer engagement and sales.

Digital Marketing Manager | Shamim Electronics. Feb 2024 - May 2024

- Developed the E-commerce website's UI and UX, reducing bounce rate by 18% on mobile devices.
- Implementing Facebook Pixel and CAPI, GTM event tracking, increasing data match quality to 95%.
- Optimized Meta and Google Ads campaigns with funneling approach, increasing online traffic by 35%.

Web Designer and Developer | Digitosys IT. Jun 2020 - Jan 2024

- Designed and developed 25+ responsive, conversion-focused web applications and websites using WordPress and custom themes for clients, leading to a 20% higher task completion rate.
- Managed Meta Ads funnels to acquire 12 new web development clients within 5 months.

EDUCATION

Bachelor of Chemistry with Honours Sep 2023
Govt. Tolaram College

Higher Secondary Certificate (HSC) - Science Jul 2016
Panchrukhi Begum Anowara Degree College

Secondary School Certificate (SSC) - Science May 2014
Bhulta School and College

TRAINING

AI Driven Meta Marketing | Google Ads | Advanced Analytics Mastery 2023 - 2024
Skilluper Academy

Web Designer and Developer 2018 - 2019
National Institute of Engineering Technology

ADDITIONAL INFORMATION

- **Technical Skills:** Meta Ads, Google Ads, GTM, GA4, Conversion API, ROI Optimization, Campaign strategy, Reporting, Web Design and Development, SEO, Content Creation and Graphic Design.
- **Soft Skills:** Communication, Team Management, Leadership, Creativity, and Results Oriented.
- **Languages:** Bangla, English, Hindi, and Urdu.
- **Certifications:** AI driven Meta Marketing, Google Ads, Web analytics Mastery, and Web Development.