



# SK. MD. ALIRAZ

## Digital Marketing & Growth Strategist

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### PROFESSIONAL SUMMARY

Data-driven digital marketing professional with 11+ years of experience across ISP, Automotive, Real Estate, Software, Electronics, E-commerce, and Marketing Agency sectors in Bangladesh and international markets. Proven track record of driving measurable revenue growth with full-funnel and budget ownership through digital-first brand strategy planning, consistent brand communication, performance marketing, social media, SEO, and analytics-driven integrated campaign management and optimization.

### CORE SKILLS

- Digital Marketing
- Brand Strategy & Positioning
- Performance Marketing
- SEO/SEM
- Social Media Marketing
- Marketing Analytics
- Go-to-Market Strategy
- Content Strategy
- Budget Management
- Team Management
- Client & Stakeholder Management
- Agency Management

### PROFESSIONAL EXPERIENCE

#### Cupiie Limited | Custom Apparel & Brand Merchandise | Senior Marketing Manager | May 2024 – Present

- Transformed a small business to a branded service provider in the UK custom apparel market in 2 years.
- Drove 78% YoY (2024-25) revenue growth by establishing Cupiie as a trusted brand in both B2B & B2C markets.
- Led development and conversion growth of own e-commerce site and 4 branded shops on Etsy marketplace.
- Achieved a 32.6% maximum conversion rate through targeted promotions, discounts, and loyalty programs.
- Achieved up to 7.4x average ROAS while reducing overall marketing costs by 24% through optimization & AI tools.
- Optimized the complete sales funnel from product listing to automated offer emails for consistent conversion.
- Grew website & Etsy marketplace monthly traffic up to 163% through PPC and social media paid campaigns.
- Ensured consistent brand messaging across Meta, Google, X, Pinterest and TikTok to drive organic traffic.

#### Ranks ITT Limited (RANCON) | ISP | Digital Marketing Strategist | Nov 2022 to Apr 2024

- Planned and executed digital sales and CRM transformation initiatives for Ranksnet (Home Broadband).
- Defined and established a brand guide for Ranksnet that resulted in consistent brand voice & messaging.
- Upgraded the Ranksnet website based on the brand guide with proper integration of CRM & Analytics.
- Drove up to 22% monthly subscriber growth within the high-value broadband customer segment.
- Generated 300+ broadband leads per month within targeted area coverage through paid campaigns.
- Led the digital department in an agency model, serving 16 RANCON SBUs and 2 external companies.
- Achieved up to BDT 4 Million per month in agency-managed revenue, growing the team from 4 to 10.
- Managed digital campaigns for Mercedes-Benz, Shell, MG, Rangs Emart, Rangs Properties, and more.
- Managed and optimized \$30K+ monthly ad spend across Meta, Google, LinkedIn, and DSP platforms.
- Managed vendor relationships with media partners (Httpool, Eskimi), production houses, and external agencies.

#### BDCOM Online Limited | ISP | Brand & Digital Communication Manager | Sep 2019 to Nov 2022

- Delivered 34.6% YoY revenue growth and drove 160% YoY user acquisition in the broadband segment.
- Reduced sales & marketing costs by 62% by deploying digital sales and CRM process improvements.

- Achieved up to 5.6x ROAS across broadband segment campaigns through data-led optimization.
- Designed SOPs and a software-based lead management process, improving conversion rate by 25%.
- Managed GTM launch of the "Internet for All" package, including events, press, TVC, and digital.
- Defined UI/UX and technical SEO requirements, overseeing broadband website development end-to-end.
- Grew social media followers organically from 7,000 to 30,000 followers over a two-year period.
- Assisted top management on decisions around coverage expansion, pricing, and service offerings.

#### **Rapid Web Services (Seebiz Inc.) | B2B E-Commerce | Digital Marketing Manager | Sep 2018 to Sep 2019**

- Planned and executed go-to-market strategy for SeeBiz.com, a US-based B2B marketplace platform.
- Onboarded 200+ B2B clients within the first 6 months of the platform's launch.
- Managed PPC, email, video, and blog campaigns to drive awareness and traffic.
- Achieved up to 28% CTR and 16% conversion rate across paid campaigns.
- Defined SEO guidelines and oversaw technical SEO implementation across the entire product platform.

#### **TechShop Bangladesh | Electronic Equipment | Sr. Business Development Executive | May 2015 to Sep 2018**

- Achieved up to 44% monthly revenue growth on the online store through growth-hack strategies.
- Reduced monthly marketing costs by up to 57.7% by transforming physical marketing to digital.
- Acquired 10+ public and private university lab accounts as new B2B customers.
- Increased re-purchase rate by 28% through social media remarketing, SMS, and email campaigns.
- Managed ad campaigns across Facebook, Instagram, Google Search (SEM), GDN, and YouTube.
- Led BTL campaigns such as events, sponsorships, and exhibitions to expand brand reach.

#### **ACADEMIC QUALIFICATION**

##### **MBA, Marketing, 2020**

East West University, CGPA: 3.22 out of 4

##### **HSC, Business Studies, 2009**

Kabi Nazrul Govt. College, GPA: 4.00 out of 5

##### **BBA, Marketing, 2015**

Victoria University of Bangladesh, CGPA: 3.84 out of 4

##### **SSC, Business Studies, 2007**

A.K. High School and College, GPA: 4.25 out of 5

#### **DIGITAL TOOL COMPETENCIES**

- |                                                  |                                       |
|--------------------------------------------------|---------------------------------------|
| ▪ Google, Meta, LinkedIn & DSP Ads               | ▪ Jira, Trello                        |
| ▪ GTM, GA4, Search Console, Meta Pixel Analytics | ▪ ChatGPT, Claude, Gemini, Elevenlabs |
| ▪ HubSpot                                        | ▪ SEMrush, Ahrefs, Yoast              |
| ▪ WordPress & Shopify                            | ▪ Brevo & MailChimp                   |

#### **CERTIFICATIONS**

- Meta Certified Digital Marketing Associate — Meta Blueprint
- Google Digital Marketing & E-commerce Professional Certificate — Coursera
- Meta Social Media Marketing — Coursera
- Content Marketing — HubSpot Academy
- Google Ads Fundamentals — Google
- Google Analytics Individual Qualification — Google
- The Fundamentals of Digital Marketing — Google
- Practical SEO — BITM

#### **REFERENCES**

##### **Jewel Ahamed Bhuyia**

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