




# MEHADI KABIR EMON

## DIGITAL MARKETER

### CONTACT

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### EDUCATION

#### HIGHER SECONDARY

Bagerhat Govt. P.C. College

2021 - 2023

#### BSC. IN COMPUTER SCIENCE & ENGINEERING

American International University - Bangladesh (AIUB)

2024 - 2028

### SKILLS

Paid Advertising  
Conversion Tracking  
Email Automation  
Campaign Optimization & A/B Testing  
Retargeting Strategy  
Keyword Research  
Marketing Funnel Building  
Project Management Tools  
Strong Communication & Reporting

### SUMMARY

I am a qualified and professional digital marketer with years of experience in Meta & Google Ads, YouTube Ads, and SEO. Creative, analytical, and results-driven—focused on growth, ROI, and delivering tailored marketing strategies that convert.

### PROJECTS

#### FITFORCE LONDON (UK)

Lead Generation Campaign

- Reduced lead cost from £18.90 to £6.40 in 30 days
- Set up Google Ads and Facebook Ads with retargeting
- Created a Looker Studio dashboard for weekly performance tracking

#### LUOTO NATURALS (FINLAND)

Meta Ads & Analytics Setup

- Generated 4.6x ROAS from optimized Facebook ad funnel
- Implemented GA4, Facebook Pixel & UTM tracking
- Ran A/B tests to improve CTR and landing page performance

#### CLEANNEST SERVICES (USA)

Full Funnel Campaign with Automation

- Built and managed local service ads via Google Ads
- Created email follow-up sequences via Mailchimp
- Installed GTM and defined lead conversion events