

# TOWHIDUL ISLAM

Senior Digital Marketing Executive • Performance Marketing and Growth Specialist

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28.77x

ROAS

Return on Ad Spend

6.48%

CTR

Click-Through Rate

+36.8%

Data Recovery

Via CAPI Server-Side

~15%

Churn Reduced

Behavioral Segmentation

## PROFESSIONAL SUMMARY

Performance marketer driving growth through Meta Ads, social media management, and data-driven lead generation. Delivered outstanding results including **28.77x ROAS** and **6.48% CTR** - seven times the industry average. Combines hands-on campaign execution with ML-powered segmentation and churn modeling, translating analytical insights into measurable conversion gains.

## PROFESSIONAL EXPERIENCE

### Marketing Analyst

Jan 2023 - Jul 2023

GetGenie AI / XpeedStudio · Dhaka, BD

- ▶ Boosted new user sign-ups by 20-25% within six months through targeted optimization of SEO, social media, and email campaigns.
- ▶ Lowered churn rate by around 15% by applying segmentation and personalized messaging strategies.
- ▶ Increased campaign ROI by 15-20% by developing detailed dashboards that improved tracking and decision-making.

### Business Development Executive

Jul 2021 - Oct 2022

weDevs & Appsero · Dhaka, BD

- ▶ Orchestrated multi-channel outreach including Black Friday / Cyber Monday campaigns, consistently hitting 100+ new developer sign-ups per month.
- ▶ Managed inbound enterprise pipeline from inquiry to onboarding, maintaining client satisfaction across multiple regions.
- ▶ Applied behavioral analytics to surface high-retention audience segments; ensured CRM data integrity across HubSpot & Apollo.

### Data Scientist - Marketing Analytics

Sep 2021 - Aug 2025

QuantumData Innovations · Remote

- ▶ Engineered ML-based customer segmentation and churn prediction models; model outputs directly informed digital campaign targeting strategy.
- ▶ Built and maintained executive-facing marketing KPI dashboards in Power BI & Tableau, enabling data-driven budget allocation.
- ▶ Built & optimized an E-commerce business's Meta (FB/IG) ad campaigns achieving 28.77x ROAS and 6.48% CTR - vs 0.9% industry benchmark - driving 20-25% sign-up growth.
- ▶ Managed customer inquiries across Messenger and social channels, converting inbound conversations into qualified sales leads (SQL).
- ▶ Deployed Meta Pixel + CAPI server-side tracking, recovering +36.8% of previously lost conversion data; maintained GA4 & HubSpot dashboards for weekly KPI reporting.
- ▶ Reduced churn ~15% through behavioral cohort segmentation and personalized email sequences, improving overall campaign ROI by 15-20%.

## CORE SKILLS

**Social Media:** FB Page Mgmt, Meta Business Suite, Instagram, Messenger

**Paid Media:** Meta Ads, Google Ads, LinkedIn Ads, TikTok Ads, A/B Testing

**Lead Gen:** Funnel design, WhatsApp sales, inquiry conversion, ClickFunnels, GoHighLevel

**Tracking:** Meta Pixel, CAPI, GA4, UTM, server-side events, Hotjar, SEMrush (competitor analysis)

**CRM:** HubSpot, Apollo, Excel, Google Sheets

**Design:** Canva, Adobe Illustrator (basic)

**Analytics:** Power BI, Tableau, Python, SQL

**Email:** Mailchimp, segmentation, drip workflows

**AI:** ChatGPT, Gemini, Claude, Perplexity

## EDUCATION

### BBA - Management Information Systems

East West University

Dhaka, Bangladesh · 2022

## CERTIFICATIONS

#### HubSpot Academy (15+)

Digital Mktg · Inbound · Content · SEO · Social Media · Ads · Reporting

#### Semrush Academy

Keyword Research · Content SEO · AI-Powered Marketer

#### IBM Data Science

Coursera Professional Certificate · 95.07% score

## LANGUAGES

**Bangla** • Native

**English** • Professional Proficiency