

# Tanvir Ahmed

Digital Marketing Strategist

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## Skill

Social Media Marketing | Digital Media Buying | Multi-Channel Strategy | Email Campaign Management | Project Management | CMS Management | On-Page SEO | Marketing Automation | Designing & Video Editing | Content Strategy | Conversion Rate Optimization (CRO) | Performance Analytics | AI Tools & Workflow Optimization

**Language:** Bengali, English - *All professional proficiency or above.*

## Professional Experience

### Vastcope | Marketing Team Lead

Gobindaganj | 01 Jan 2019 - 01 Jun 2021 | On Desk

- Led a team of 10 employees in developing and launching a new project, which resulted in a 15% increase in revenue.
- Implemented a new project management system that reduced completion times by 10%.
- Created a culture of continuous improvement and innovation, which led to a 20% reduction in customer support.
- Built and maintained strong relationships with key customers, which led to a 95% customer satisfaction rating.

### Solution By Ray | Digital Marketing Strategist

Dhaka | 05 Jan 2022 - 01 Jul 2025 | Remote

- Develop and execute digital marketing strategies across SEO, SEM, social media, and email marketing to increase lead generation and brand visibility by 30%.
- Optimize website content, landing pages, and blog posts using SEO best practices, resulting in a 45% increase in organic traffic within 12 months.
- Utilized Klaviyo to improve lead nurturing, boosting email open rates by 25%.

**Freelancing** | 5+ Global Brands, 2 Full-time agency experience.

## Education

### TMSS Technical Institute | Diploma

Bogura | 01.2022-2026 - Present

Diploma in computer science and engineering | **CGPA: 3.73** (out of 4.00)

## Courses & Certifications

Project Management 101 — Simplilearn

Oct - 23.2023

Commercial Banking — (CFI) Corporate Finance Institute

Sep - 09.2023

Campaign Manager — Google

Dec - 25.2023

Digital Marketing — MIT Park

Jan - 25.2024