



ARIFUL ISLAM

DIGITAL MARKETING MANAGER | SOCIAL MEDIA & PERFORMANCE MARKETING EXPERT

Address : Gulshan-1, Dhaka, Bangladesh
Phone : +8801828-205620
Email : arifsarkar5620@gmail.com
LinkedIn : <https://www.linkedin.com/in/ariful-islam-one/>

PROFESSIONAL SUMMARY

Result-oriented Digital Marketing Expert with over 5 years of hands-on experience across Social Media Marketing, SEO, Paid Ads (Meta & Google), Email Marketing, and Lead Generation. Successfully managed 250+ clients in local and international markets through freelancing and in-house roles. Proven success in managing teams, optimizing campaigns, and generating high-quality leads and conversions. Currently working in the real estate sector as a Digital Marketing Manager.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager June 2023 - Present
Fortune Construction Ltd. (Real Estate Developer)- Dhaka, Bangladesh

- Achieved 40% growth in monthly lead volume with optimized ad targeting.
- Lead real estate marketing strategy across paid channels, SEO, and lead generation.
- Manage a team of marketing & sales executives for campaign execution.

Digital Marketing Manager, Radiant IT – Dhaka, Bangladesh April 2022 – May 2023

- Developed SEO and SEM campaigns for local and international clients.
- Created and maintained optimized websites using WordPress.
- Managed advertising budgets and improved client ROIs by 3x through data-driven ad strategies.

Social Media Manager, FruvitaBD – Chattogram, Bangladesh January 2019 – March 2022

- Managed branding and daily content across Facebook, Instagram, and YouTube.
- Increased social engagement by over 200% through organic and paid strategies.
- Created seasonal marketing campaigns that boosted sales during peak times.

FREELANCE CAREER

Digital Marketing Specialist – Freelancer (Global Clients) 2018 – Present

- Delivered digital marketing solutions to 250+ clients via Upwork, Fiverr, and direct channels.
- Specialized in social media marketing, SEO, lead generation, email campaigns, and ad management.
- Handled diverse industries: E-commerce, Real Estate, Food, IT and Education.

EDUCATION

Bachelor of Arts (Hons.) in Philosophy 2019 – 2023
Govt. Hazi Mohammad Mohsin College, National University, Bangladesh

ADDITIONAL INFORMATION

- **Technical Tools:** Meta Ads Manager, Google Ads, Google Analytics, WordPress, Elementor, Canva, Adobe Photoshop (Basic), Mailchimp, SEMrush, MS Excel, Google Sheets and PowerPoint
- **Languages:** English – Professional Proficiency, Bengali – Native
- **References:** Available upon request