

MD. ARMAN HOSSEN

Performance Marketing Professional

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SUMMARY

Performance Marketing & Web Analytics Specialist with More than 3 years of experience optimizing paid media campaigns and implementing advanced tracking solutions. Skilled in Google Ads, Meta Ads, Google Analytics, and Tag Manager, consistently increasing CTR by 25% and conversions by 15% through data-driven strategies. Expert at turning analytics into actionable insights that maximize lead generation and accelerate revenue growth.

EXPERIENCE

Senior Marketing Manager

Banglay Ielts & Immigration Center

Dec, 2025 - Present Dhaka, Bangladesh

- Lead the marketing team, overseeing content strategy and paid advertising across 10+ social channels (Facebook, YouTube, TikTok, Instagram).
- Run Meta and Google Ads campaigns to generate leads, and collaborate with developers to improve website UX/UI.
- Plan and execute offline/online events, including expos and a venue launch.
- Coordinate multi-city teams to create localized posters, videos, and promotional content.
- Oversee lead management to ensure proper follow-up and conversion.

Performance Marketing & Web Analytics Specialist

ABP - Academy of Business Professionals

Feb, 2023 - Jun, 2025 Dhaka, Bangladesh

Team Lead, Digital Marketing & IT

Aug 2024 - Jun 2025

- Optimized Google and Meta Ads campaigns, increasing CTR by 25% and conversions by 15%.
- Implemented server-side tracking (GTM and GA4), improving data accuracy by 20% and reducing reporting time by 30% using Looker Studio.
- Built ABP's official website, ticketing system, and LMS platform, managing hosting, backend, backups, and IT security.

Senior Executive, Marketing & Branding

Jan 2024 - Jul 2024

- Increased campaign ROAS by 30% through improved ad management and optimization.
- Implemented GTM and GA4 to track user behavior across websites and landing pages.
- Achieved a 40% newsletter open rate through targeted email campaigns and executed 30+ webinars.

Executive, Marketing & Branding

Feb 2023 - Dec 2023

- Managed social media channels (YouTube, Facebook, and LinkedIn), increasing traffic by 30% through SEO and proper website indexing.
- Handled website content updates and implemented baseline tracking using GTM and GA4.

EDUCATION

Bachelor of Business Administration (BBA) in Accounting

University of Dhaka

01/2018 - 07/2023 Dhaka, Bangladesh

Higher Secondary Certificate (HSC) in Business Studies

Notre Dame College, Dhaka

07/2015 - 07/2017 Dhaka, Bangladesh

Secondary School Certificate (SSC) in Business Studies

Shamsul Hoque Khan School & College

01/2013 - 05/2015 Dhaka, Bangladesh

KEY ACHIEVEMENTS

Advanced Tracking Implementation

Improved paid media data accuracy by 80% through server-side GTM setup.

Campaign Performance Growth

Increased CTR by 25% and conversions by 15% in 6 months for an EdTech Meta Ads Campaign

Revenue & Spend Impact

Managed \$100K+ ad spend, generating over 10Cr BDT in direct revenue across paid campaigns.

Large-Scale Campaign Execution

Planned and executed marketing for 3 major expos across 3 cities, driving 3,000+ participants.

SKILLS

Google Ads

Meta Ads

A/B Testing

Heatmap Analysis

Google Analytics

Looker Studio

Google Tag Manager

Server-Side Tracking

Web Analytics

Funnel Optimization

Merchant Center

Conversion Rate Optimization (CRO)

Google Search Console

Notion

Email Marketing

WordPress

TRAINING / COURSES

Google Ads Certifications (Google)

Display, Search, and AI-Powered Shopping Ads Certification, 2024

UT Digital Media & Skillup

Google Ads Course 2025 & AI-Driven Meta Ads Mastery

Web Analytics Mastery (Skillup)

Advanced Digital Analytics & Server-Side Tracking And Mastering Conversion Rate Optimization (CRO)

VOLUNTEERING

Google Ads Campaigns & GTM and GA4 Setup

AI-Ihsan Social Development Center, Bangladesh

07/2024 08/2024