






ASIF MAHMUD

Marketing professional with hands-on experience in digital marketing, performance ads, SEO, and WordPress websites. Experienced in campaign execution, website issue fixing, and supporting business growth through practical, client-focused work.

CONTACT

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CORE MARKETING SKILLS

- Performance Marketing (Meta & Google Ads)
- SEO (On-page, Technical, Content Strategy)
- Marketing Automation & Tracking (GA, GSC, Pixels)
- Digital Marketing Strategy
- Basic Graphic Design for Marketing (Social Posts, Banners, Ads)

TECHNICAL & TOOLS EXPERTISE

- WordPress & .net Website Development
- WordPress Security, Backup & Malware Fixing
- Google Ads, Meta Business Manager
- Google Analytics, Google Search Console
- Basic Database & Web Management
- AI Tools Implementation

EDUCATION

Bachelor of Science in Computer Science & Engineering
North South University (2017-2022)

PROFESSIONAL EXPERIENCE

SR. DIGITAL MARKETER

Technology Aid LTD (May 2024 - Present)

- Database administration and website design
- Lead digital marketing initiatives focusing on SEO, paid ads, and conversion optimization.
- Planned and executed data-driven campaigns to increase online visibility and lead flow.
- Managed website optimization, analytics tracking, and performance reporting.
- Worked closely with internal teams to align marketing with business goals.

MARKETING & GROWTH LEAD

Marketify BD (November 2023 - 2025)

- Led performance marketing, SEO, and growth execution for SME clients.
- Planned and executed Facebook ad campaigns with measurable ROI.
- Managed client accounts, reporting, and ongoing optimization.
- Built and maintained 15+ WordPress websites, funnels, and ecommerce website

PRODUCT PLANNING & EXECUTION LEAD

DiscountLagbe (January 2024 - Present)

- Designed and launched the platform to address market gaps.
- Executed full go-to-market strategy including positioning, launch planning, and early traction..
- Focused on user acquisition and retention through strategic campaigns.

JR. WEB & DIGITAL SOLUTIONS SPECIALIST

No Borders IT (March 2023 - January 2024)

- Delivered digital solutions including website management, SEO setup, and ad logic implementation.
- Supported ad-serving systems and optimized platforms for scalability.
- Collaborated with clients to translate business needs into digital solutions