

# Robiul Islam Bappee

## Digital & Growth Marketing Professional

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## Professional Summary

Digital & Growth Marketing Professional with 3.5+ years of experience across SaaS products and agency environments. Experienced in supporting business growth through data-driven marketing strategies, optimization, and performance analysis. Certified in Google Search Ads and SEO. Interested in market-driven growth, digital acquisition, and performance-focused marketing.

## Core Skills

- **SEO:** Keyword Research, Content Mapping, Link strategy, Technical SEO, GEO, AEO
- **Meta Ads:** Lead Generation, Sales Campaigns, Retargeting, Pixel & CAPI
- **Google Ads:** Search Campaigns, Keyword Targeting, Conversion Tracking, Performance Analysis
- **Analytics & Tracking:** Google Analytics, Google Search Console, Google Tag Manager, Meta Events Manager
- **Customer Acquisition & CRO:** Landing Page Optimization, Conversion Tracking, Funnel Analysis
- **Email Marketing:** Email Sequences, Audience Segmentation
- **Social Media Marketing:** Content Planning, Content Distribution, Social Media Calendar Management
- **Tools & Platforms:** WordPress, ChatGPT, Canva, Semrush, Ahrefs, Brevo, Hootsuite

## Key Achievements

- Generated \$3,000+ in organic revenue through SEO by optimizing and growing a high-intent service page.
- Acquired 183 qualified leads through Meta Lead Ads campaigns with an average CPL \$0.43
- Generated 3,000+ clicks through Google Search Ads campaigns with an average CPC of \$0.04.
- Managed Meta Ads campaigns that drove 2,000+ bag sales and generated \$24,000+ in revenue, achieving a 69x ROAS.

## Experience

### Digital Marketing Executive | WPXPO

Sep 2025 – Present

- Drive organic acquisition through keyword research, content mapping, landing page optimization, and SEO strategy development.
- Execute paid acquisition campaigns across Meta Ads, Google Ads, and Reddit Ads.
- Analyze campaign performance, user behavior, and marketing funnels using GA4 and other analytics tools.
- Manage in-app marketing initiatives to improve user engagement, activation, and conversion opportunities.
- Conduct competitor, market, and acquisition channel research within the WordPress and SaaS ecosystem.
- Contribute to email marketing campaigns, social media content, and campaign messaging to support user engagement and acquisition goals.

### Digital Marketing Specialist | Ongshon Digital

Jan 2023 – Aug 2025

- Ranked multiple service pages on Google's first page, generating organic traffic and qualified business inquiries..
- Planned and executed SEO campaigns, including keyword research, content optimization, and link-building initiatives.
- Managed Meta Ads campaigns for lead generation, engagement, and sales objectives.
- Launched and optimized Google Ads campaigns to improve traffic acquisition and campaign performance.
- Monitored marketing performance using GA4, Google Search Console, and Meta Pixel.

## Education

MBA in Marketing | University of Chittagong | Passing Year: 2022

BBA in Marketing | University of Chittagong | Passing Year: 2021

## Certifications

- Google Search Ads Certification by Skillshop - 2026
- SEO Certified by Hubspot Academy -2026
- Keyword Research Essentials with Semrush – 2025
- Reddit Ads Fundamentals Certification -2025