

ADIPTO BARAN KARMAKER

Marketing & Branding Specialist | MBA in Marketing | JU

A marketing professional with 5+ years of experience in digital marketing, brand strategy, and client relationship management. Skilled in developing and executing comprehensive marketing strategies across various channels, including SEO, paid advertising, email marketing, and social media. Adept at optimizing campaigns, driving lead generation, and enhancing brand visibility. Demonstrated ability to reduce customer acquisition costs while maximizing return on investment. Experienced in managing large marketing budgets and achieving significant growth through targeted marketing efforts.



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in adipto-baran

Shyamoli, Dhaka

WORK EXPERIENCE

Operations Manager

09/2023 - Present

Digital Marketing Manager

09/2022 - 08/2023

✖ Plus Online Marketing (Sister Concern of We Are X) | Dhaka, Bangladesh

Key Highlights:

- Successfully built operational automation and SOPs for five key client service segments: Local SEO, Paid Ads, WordPress Development, Creative Design, and Quality Control.
- Generated 197 leads** through a sales funnel, **converting 43 into long-term clients** within a year.
- Decreased lead cost from \$112.3 to \$13.9 within 65 days** by analyzing historical ad data and user behavior patterns.
- Onboarded 43 clients** across diverse industries, including healthcare, legal, finance, HVAC, and e-commerce, from the USA, Australia, Canada, and the UK.
- Achieved top-three rankings** in local search engine results for multiple client websites within 60 days of optimization.
- Upsold digital marketing services** such as PPC, Meta Ads, email marketing, and website redesigns to existing clients, significantly boosting revenue streams.
- Managed a budget of \$1.23 million from Jun 2023 to Dec 2024**, achieving a **24.1% overall conversion rate**, with Google PPC campaigns delivering an **impressive 40.9% conversion rate**.
- Attained company break-even within 18 months by implementing strategic cost optimizations and client acquisition strategies.
- Delivered impactful marketing services for high-profile clients, including **Citibank's** City Remit projects in Malaysia and Singapore, **Samsung Bangladesh's** SEO initiatives, **CELTA by Cambridge**, **Aarong Dairy** and the OTT platforms **i-Screen** and **Chorki**.

Duties & Responsibilities:

- Plan, execute, and optimize comprehensive digital marketing strategies.
- Manage and monitor PPC campaigns, email marketing, SEO, and social media advertising.
- Lead keyword research, competitor analysis, and on-page/off-page optimization to boost clients' search rankings.
- Develop and oversee content marketing strategies, including blog posts, social media updates, and ad creatives.
- Conduct regular A/B testing on campaigns to determine the most effective approaches for targeting and messaging.
- Collaborate with the development team to ensure websites are optimized for speed, mobile usability, and conversion.
- Coordinate with creative teams to produce high-quality visuals and copy that align with client branding.
- Track and report on campaign performance, using data to provide actionable insights and improve marketing outcomes.
- Identify cross-selling and upselling opportunities to offer additional marketing services to existing clients.
- Maintain an in-depth understanding of client industries.
- Build and maintain strong client relationships through regular communication and reporting on project progress.
- Stay up-to-date on emerging trends and technologies in digital marketing to provide innovative solutions.
- Train team members in best SEO, PPC, and campaign management practices, ensuring skill development.
- Assist in budgeting and forecasting for marketing campaigns to maximize resource utilization.

Assistant Digital Marketing Manager

05/2022 - 08/2022

Senior Digital Marketing Executive

02/2022 - 04/2022

Orbit Technology Ltd. (UK-Based LMS Business) | Dhaka, Bangladesh

- Played a pivotal role in **increasing lead generation by 35%** by developing optimized marketing funnels.
- Successfully **reduced** customer acquisition cost (**CAC**) **by 20%** through data-driven optimizations in paid advertising.
- Improved **email marketing** open rates by 25% and click-through rates by 18%.
- Collaborated with teams to execute campaigns with a **15% growth in trial signups**.
- Managed a digital **marketing budget of over \$50,000**, achieving an **average ROI of 28%**.
- Designed and executed a campaign targeting educational institutions and **onboarded 10 new clients within the UK**.
- Conducted competitive research that informed the development of a unique value proposition for the LMS platform.

Digital Marketing Executive



Sales Manager PVT Ltd. (Sister Concern of Cyanergy, Australia) | Dhaka, Bangladesh

12/2020 – 10/2021

- Successfully increased organic website traffic **from 2.5k/month to 7k/month**.
- **Decreased** monthly Google Ads spending by **22.8%** by driving organic lead generation.
- Achieved a **217% ROI** on Google Ads campaigns, managing a **\$49,520 budget** using advanced ROAS bidding strategies.
- Maintained an average **CPC** of \$42 while increasing the total leads.
- Significantly **enhanced brand visibility** and engagement across Pinterest and Twitter.
- **Diagnosed and resolved** underperforming Google Ads campaigns.
- **Generated sponsorships** with related and partnering entities to enhance marketing objectives.
- **Improved website visibility** through the development and implementation of SEO strategies.
- **Analyzed and reported on KPIs** to validate and demonstrate the success of marketing campaigns.
- **Boosted sales revenue** by implementing conversion rate optimization tactics on e-commerce platforms.

Digital Marketing Trainer



LEDP (Learning and Earning Development Project) | Dhaka, Bangladesh

05/2020 – 11/2020

- Successfully **trained 500+ students** in advanced digital marketing techniques.
- Increased student project completion rate through personalized mentoring and hands-on workshops.
- Assisted trainees in generating an average of \$500/month through freelance opportunities after course completion.
- Recognized for delivering **5-star rated training** sessions consistently over six months.

Junior Digital Marketing Executive



Arovan Tech LTD | Dhaka, Bangladesh

01/2019 – 03/2020

EDUCATIONAL QUALIFICATIONS

MBA in Marketing – 2024 | Jahangirnagar University | CGPA: 3.25 out of 4.00

BSS (Hons) in Economics – 2019 | Govt. BM College, Barishal (Under National University) | CGPA: 2.79 out of 4.00

HSC in Science – 2014 | Amrita Lal Dey College | GPA: 4.00 out of 5.00

SSC in Science – 2012 | Jhalokathi Govt. High School | GPA: 4.81 out of 5.00

SERVED INDUSTRIES

Telco • LMS (Learning Management Solutions) • SaaS & Software Industry • Financial Organizations (Bank) • E-commerce • FMCG (Aarong Dairy) • Travel Industry • Clothing Brand

CORE COMPETENCIES

Brand Management • Performance Marketing • Brand Positioning • Market Research • Consumer Behavior Analysis • Brand Equity Building • Performance Metrics Tracking • Marketing Automation • KPI Monitoring • Multi-Channel Campaign Integration • Campaign Management • Google Analytics • Conversion Rate Optimization • Lead Generation • Campaign Optimization • Digital Strategy Development • Content Marketing • Email Marketing • Social Media Advertising • A/B Testing • Keyword Research • Competitor Analysis • Budget Management • ROI Analysis • Client Relationship Management • Website Optimization • Marketing Funnel Development • Data Analysis • Client Onboarding • SEO • Paid Advertising • PPC •

SOFTWARE, CMS, AND CRM SKILLS

WordPress • Hubstaff • HubSpot • Go High Level • Looker Studio • Buffer • MS Office • G-Suite • Adobe Photoshop • Adobe Illustrator • Ahrefs • SEMrush • Surfer SEO • Google NLP Tools • Google Analytics • Google Search Console • LSI Graph • ClickUp • AirTable • Scalnut • ChatGPT • Frase.io • Meta Ads • Google Ads • App Marketing • TikTok Ads • Reddit Ads

TRAINING & CERTIFICATION

Advanced SEO Training– 2024 | Sheikh Kamal Incubation Lab Under Hi-Tech Park BD

Full Stack Data-Driven Digital Marketing– 2024 | Warriors BD Training

Advanced Google Analytics – 2021 | Google

Google Analytics for Beginners – 2021 | Google

FREELANCE & PROJECT WORK WORK

SEO Expert – Upwork | May 2019 – Dec 2022: Completed 400+ projects with a 4.9-star rating

SEO Expert – Fiverr | May 2018 – Dec 2022: Completed 200+ projects with a 5-star rating.

Published 17 articles on Wikipedia and made more than 1500 edits.