Robiul Bappee

Digital Marketing & Growth Specialist

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Professional Summary

As a Marketing Graduate with a portfolio of Digital Marketing and Growth Marketing case studies, I have hands-on experience in planning and executing marketing strategies across different growth stages in B2B software and digital service industries. Currently looking for opportunities in Digital Marketing and Growth Marketing with a focus on SEO, Paid Ads, and Product Marketing.

Core Skills

- **Product Marketing:** Product Messaging & Positioning , Freemium Packaging, GTM Strategy, In-App Marketing, Partnership, Content Marketing
- **SEO:** Keyword Research, Content Mapping, Link strategy, Technical SEO, GEO, AEO
- **Paid Advertising:** Google Ads, Meta Ads, Reddit Ads
- **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, Newsletter Management
- **Social Media Marketing:** Social Media Post Calendar & Community Managemet
- **Tools & Platforms:** WordPress, ChatGPT, Canva, Semrush, Ahrefs, Brevo, Hootsuite

Key Achievements

- Built a website information architecture for 600+ URLs
- Ranked a highly competitive product page in the US market through strategic SEO
- Increased plugin installations and sales through targeted in-app campaigns
- Drove conversions from US and EU markets through Google Ads and Meta Ads
- Achieved $500+/m continuously in organic sales from a single page through SEO
- Generated $200K+ in sales through Meta Ads

Experience

Digital Marketing Executive | WPXPO *Sep 2025 – Sep 2026*

- Planned and supported product marketing and customer acquisition initiatives for WordPress products
- Developed and managed in-app marketing campaigns to support plugin adoption and sales
- Ran and optimized Google Ads and Meta Ads campaigns for international markets
- Collaborated with content, design, development, and product teams to execute marketing initiatives
- Used GA4, GSC, GTM, and WordPress Org to monitor campaign and product performance

Digital Marketing Specialist | Ongshon Digital *Jan 2023 – Aug 2025*

- Executed SEO and paid marketing campaigns for digital products and services
- Managed Google Ads and Meta Ads campaigns focused on traffic, leads, and sales
- Conducted keyword research, content planning, on-page SEO, and conversion-focused optimization
- Monitored marketing performance using GA4, Google Search Console, Meta Pixel and other marketing tools

Digital Marketing Project | Holy Macca Madina Travel Services *Sep 2025 – Present*

- Optimized website SEO: on page, technical fixes, linkbuilding, content, and local SEO
- Managed Meta & Google Ads campaigns
- Created social media calendar to boost engagement and Managed a small team

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