

MD ZOHIRUL ISLAM

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Professional Profile

- Throughout seven years of experience in digital marketing and e-commerce marketing, successfully co-led initiatives specializing in executing high-performing Google Ads campaigns, leveraging Google Analytics for data-driven insights, optimizing Shopify and WordPress websites, and managing social media strategies to drive revenue growth, enhance brand visibility, and improve customer engagement; holding an MBA and a post-degree diploma in Marketing Management from the University of Winnipeg.
- Proficient in developing, coordinating, and producing content in various media formats to align with strategic goals and organizational priorities; experienced in developing and managing marketing content calendars, optimizing campaigns through SEO and social media analytics, and creating targeted email marketing initiatives.
- Possesses multicultural workplace experience that fosters respect for different perspectives and values.
- Effective communication skills for client and customer experiences; excellent problem-solving and critical thinking skills.
- Advanced proficiency in CMS platforms (WordPress, shopify, wix, and Prestashop), Google Analytics, Mailchimp, Shopify & Hubspot Email marketing platforms, Adobe Creative Suite, Canva, Microsoft Clarity and Microsoft Office, with a proven ability to implement data-driven strategies for impactful marketing outcomes.

Relevant Work Experience

E-commerce & Digital Marketing

November 2024–December 2024

The Dufresne Group, Winnipeg - Internship

- Leveraged Google Analytics and Power BI to track and analyze e-commerce campaign performance, optimizing marketing strategies that resulted in a 130% increase in online sales, surpassing the industry benchmark of 103% growth in e-commerce sales.
- Optimized Shopify store performance by analyzing user behavior, product visibility, and conversion funnels, driving a 30% increase in organic traffic and a 15% boost in average order value, exceeding the industry standard of 30% AOV growth.
- Implemented data-driven digital marketing strategies across Google Ads and social media platforms, leading to a 25% improvement in paid ad ROI, outperforming the industry's average 20% ROAS benchmark.
- Developed and presented real-time dashboards in Looker Studio, visualizing key e-commerce metrics such as cart abandonment rates and customer acquisition costs, helping reduce cart abandonment by 12%, compared to the industry average reduction of 10%.

Digital Marketing Manager

September 2022–November 2022

Deputy Marketing Manager

June 2019–December 2021

Senior Marketing Executive

August 2018–May 2019

Marketing Executive

April 2016–July 2018

Yellow, Beximco - Escorps Apparels Ltd., Dhaka

- Developed, launched, monitored, and optimized digital advertising operation across multiple platforms, including Google Ads, Facebook Ads, Microsoft Ads, and campaign management through social media channels, driving conversion rates up by 65% and reducing bounce rates by 40%, ensuring maximum ROI for every ad dollar spent.
- Conducted thorough QA checks to ensure all campaigns delivered on time, within budget, and met performance targets, minimizing errors and optimizing campaign effectiveness.
- Transformed raw data from Google Analytics, Shopify Analytics, and paid campaign data into actionable insights, fine-tuning digital advertising strategies and increasing campaign performance.
- Executed Google Ads campaigns across display, remarketing, SEM, and social media, leading to a 65% increase in conversions while significantly reducing bounce rates by 40%, ensuring every ad dollar counted.
- Transformed raw data into actionable insights by leveraging Google Analytics, Shopify Analytics, and paid campaign data, helping fine-tune marketing strategies and maximize ROI.
- Drove a 30% improvement in campaign optimization by closely tracking key metrics like conversion rates, website traffic, and bounce rates, turning numbers into SMART decisions.
- Dug deep into industry trends using tools like SimilarWeb and SEMrush, uncovering opportunities that boosted ROI by 30% and enhanced customer journey mapping.
- Revamped Shopify store experiences, leading to a 60% increase in user retention through strategic website updates, better UX, and optimized product visibility.
- Built SEO-optimized landing pages and web content on Shopify, ensuring brands ranked higher on search engines and attracted the target audience.
- Kept marketing projects on track by managing schedules, budgets, and progress, ensuring smooth execution from strategy to delivery.
- Grew and nurtured email lists with targeted acquisition and segmentation strategies through MailChimp & Shopify email, increasing engagement and boosting conversions.
- Developed and executed digital marketing strategies aligned with business goals, driving 75% more web traffic and higher customer engagement.

- Managed and grew social media communities, creating meaningful connections and increasing engagement rates by up to 200% through authentic interactions.
- Analyzed e-commerce marketing performance using Shopify analytics, identifying areas for improvement and driving a 30% boost in campaign effectiveness.
- Promoted and optimized e-commerce campaigns on Shopify, leading to a 40% increase in user retention and stronger customer loyalty.

Marketing and Branding Manager

December 2020–December 2021

Qrius Lifestyle, Dhaka

- Optimized and managed Google Ads campaigns, helping brands connect with the target group and driving a 30% increase in conversions, all while cutting down cost-per-click by 30% to maximize ROI.
- Designed and maintained WordPress websites, ensuring seamless navigation and boosting organic traffic by 40% through strategic SEO improvements.
- Created compelling ad creatives and landing pages, using A/B testing and audience heatmap insights by Microsoft Clarity to increase lead generation by 150% and keep potential customers engaged.
- Deep dive into data with Google Analytics, tracking campaign performance in real-time and making data-backed adjustments that improved return on ad spend (ROAS) by 55%.
- Worked closely with teams across marketing, content, and design, blending paid media with social and email marketing to create high-impact strategies that enhanced brand awareness and customer loyalty.

Customer Service Manager

October 2012–September 2015

Grameenphone Ltd. Dhaka

- Delivered premium stakeholder experiences across multiple digital platforms, ensuring superior customer service and contributing to a 35% increase in customer satisfaction.
- Demonstrated organizational and time management skills, enhancing team productivity and ensuring 95% on-time completion of tasks.
- Applied attention to detail in managing campaign communication, adhering to communication policies, and actively implementing cross-selling strategies to boost sales by 25%.

Other Relevant Work Experience

Part-time Store Associate, No Frills – Loblaw Companies Ltd.

February 2023–Present

*Utilized Google Data Analytics knowledge to help employer achieve **57% growth** and make the produce department the top-selling among all the No Frills in western Canada.*

Marketing and Sales Manager, RISE Brand, Standard Retail Ltd.

January 2022–August 2022

Certifications

Google data analytics professional certificate

Coursera, 2024

Google analytics 4 (GA4)

Skillshop, Google, 2024

Google ad search

Skillshop, Google, 2023

Google tag manager

Skillshop, Google, 2022

Hubspot social media

Hubspot academy, 2023

Education

Marketing Management Post-Degree Diploma

January 2025

University of Winnipeg, PACE

Winnipeg, Canada

Includes Digital and Social Media Marketing Certificate & Management Certificate

Master of Business Administration in Marketing

July 2022

Bangladesh University of Professionals

Dhaka, Bangladesh

Bachelor of Business Administration in Marketing and E-commerce

December 2015

Brac University

Dhaka, Bangladesh

Volunteering Experience

Project Management Institute, Manitoba Chapter

June 2023–Present

Marketing Volunteer at PMI Manitoba, driving SEO optimization and data mining, which led to a 55% increase in web traffic; manage social media pages, creating engaging content via Canva, which boosts social media engagement by 40%; support data-driven proposal development, manage the marketing calendar, and contribute to landing page development, improving lead conversion by 10%.

Design for Change, Creative awareness - Don't waste your food, Brac University

November 2011–December 2011