

AKIBUL ALAM

Digital Marketing Specialist

Bangladesh | Open to International Remote Opportunities | +880 1738 320797 | akibconsults@gmail.com
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PROFESSIONAL SUMMARY

Digital Marketing Specialist with project-based experience since 2022 across marketing strategy, e-commerce growth, paid advertising, WordPress, analytics, conversion tracking and client consultation. Supports businesses from initial digital setup through planning, execution, measurement and optimization. Experienced with Meta Ads, Google Ads, TikTok Ads, GA4, GTM, Meta Pixel, Conversion API, WordPress and WooCommerce. Legal education and court practice add strength in research, documentation, ethics, risk awareness and professional communication. Seeking international remote opportunities in digital marketing, growth, marketing operations and analytics.

CORE SKILLS

Marketing Strategy: growth planning, market research, competitor analysis, brand positioning, buyer personas, customer journeys, lead generation, campaign planning and execution

Paid Media: Meta and Instagram Ads, Google Ads, TikTok Ads, audience research, retargeting, creative planning, budget allocation and campaign optimization

Analytics & Tracking: Google Analytics 4, Google Tag Manager, Meta Pixel, Conversion API, event tracking, lead tracking, debugging, validation and performance reporting

Websites & Conversion: WordPress, WooCommerce, Elementor, landing pages, website audits, conversion flow, UX recommendations, website optimization and basic technical SEO

Client & Business: consultation, client acquisition, sales support, proposal development, project coordination, team communication, documentation and remote collaboration

PROFESSIONAL EXPERIENCE

Freelance Digital Marketing Specialist | Self-Employed
Remote | Local and international project work

2022-Present

- Develop practical marketing strategies and execution plans for e-commerce, software, service and early-stage businesses based on their goals, audience, budget and available resources.
- Build and customize WordPress websites, WooCommerce stores and landing pages, with attention to usability, customer journey, conversion flow and tracking readiness.
- Plan and support campaigns across Meta, Instagram, Google and TikTok, covering objectives, audience, offer, creative direction, budget and optimization priorities.
- Implement and troubleshoot GA4, GTM, Meta Pixel, Conversion API and conversion events to improve data quality and support better marketing decisions.
- Conduct website, tracking and marketing reviews and provide recommendations covering SEO fundamentals, analytics, paid media, content and conversion improvement.

- Handle client consultation, requirements gathering, project communication, reporting and follow-up across short-term and ongoing engagements.
- Completed additional technical assignments involving website customization, SEO work.

Digital Marketing & Operations Lead | Skillpreneures

Jan 2024-Apr 2026

Remote | Growing full-service digital agency

- Led marketing planning, client acquisition, discovery, consultation and project coordination for a service-based agency offering marketing, websites, design, analytics and technology support.
- Assessed client needs and translated business problems into clear service scopes, proposals, execution plans and practical recommendations.
- Coordinated communication and delivery across marketing, website development, design and technical work while contributing directly to strategy and execution.
- Managed client relationships from outreach and discovery through project delivery, follow-up and ongoing support.
- Contributed to agency positioning, service development, workflow improvement and quality control without using an inflated executive title.

Sales Executive - Marketing | ABCL IT

May 2024-Feb 2025

Bangladesh | IT training institute

- Supported sales, marketing, lead generation, outreach, follow-up and enrolment activities for IT training programs and digital services.
- Consulted prospective students and clients, understood their requirements and guided them toward suitable training or service solutions.
- Contributed to promotional activities, customer communication, service presentation and marketing coordination.
- Supported marketing consultation and client communication for ABCL IT and its associated service agency, DotMeet.

SELECTED PROJECTS

Faber Skincare - Brand & Marketing Strategy Consultant | United States | Fiverr | 2025

- Prepared an approximately 30-page end-to-end brand and strategic marketing plan for a US skincare company.
- Conducted market, customer and competitor analysis and developed detailed buyer personas based on audience needs, motivations and purchase concerns.
- Developed brand positioning, value proposition, messaging direction, customer journey and marketing-funnel recommendations.
- Created strategic recommendations for content, social media, paid advertising, email marketing, SEO, influencer marketing and execution priorities.
- Delivered a structured roadmap intended to guide brand development, customer acquisition.

Choushotti - Marketing Strategy & Execution Lead | Organic Food E-commerce | Bangladesh

- Developed the overall marketing strategy and execution plan for an organic food e-commerce brand.

- Led the marketing team and coordinated audience targeting, content, campaign priorities, customer acquisition and implementation activities.
- Supported advertising, analytics, tracking, website and customer-journey decisions as part of the wider growth plan.
- Reviewed marketing activities and provided ongoing recommendations for improvement.

Business Hub - Digital Marketing Consultant | Software & Services

- Supported the company's marketing and consulted software-related customers on their marketing needs.
- Helped connect business requirements with positioning, lead generation, marketing planning and practical execution recommendations.

DotMeet - Marketing Consultant | Digital Services

- Provided marketing consultation, customer-needs assessment and service-positioning support for clients of the ABCL IT-associated agency.
- Contributed to lead communication, marketing planning and practical execution guidance.

EDUCATION

Bachelor of Laws (LL.B. Honours) | State University of Bangladesh

Apr 2026

CGPA: 3.15 out of 4.00

CERTIFICATIONS & TRAINING

- Digital Marketing Level 1, 2, 3 & 4 - ABCL IT Training Institute
- Microsoft Azure AI Essentials Professional Certificate
- Google Analytics for Beginners - Google Analytics Academy, 2023
- The Fundamentals of Digital Marketing - Google Digital Garage, 2022

TECHNICAL TOOLS

Advertising: Meta Ads Manager, Meta Business Suite, Google Ads and TikTok Ads.

Analytics: Google Analytics 4, Google Tag Manager, Meta Pixel, Conversion API and Google Search Console

Web & Productivity: WordPress, WooCommerce, Elementor, Google Workspace, basic HTML/CSS, hosting/domain basics, Microsoft Office, Canva, Notion and AI productivity tools.

Languages: Bangla (Native), English (Professional Working Proficiency), Hindi (Conversational).