

MD. ARMAN HOSSEN

Performance Marketing Professional

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SUMMARY

Performance Marketing & Web Analytics Specialist with three years of experience optimizing paid media campaigns and implementing advanced tracking solutions. Skilled in Google Ads, Meta Ads, GA4, and GTM, with a proven track record of increasing CTR by 25% and conversions by 15% through data-driven strategies. Passionate about making an impact in improving analytics into actionable insights that maximize lead generation and revenue growth.

EXPERIENCE

Team Lead, Digital Marketing & IT

ABP - Academy of Business Professionals

08/2024 - 06/2025 Dhaka, Bangladesh

- Optimized Google & Meta Ads, increasing CTR by 25% and conversions by 15%.
- Implemented server-side tracking (GTM + GA4), improving accuracy by 20% and reducing reporting time by 30%.
- Built ABPBD website, Ticketing System, and LMS site.
- Oversaw Hostinger, cPanel, backend, backups, and security.

Senior Executive, Marketing & Branding

ABP - Academy of Business Professionals

01/2024 - 07/2024 Dhaka, Bangladesh

- Increased digital campaign ROI by 30% by managing and optimizing Google and Meta Ads for ABP.
- Implemented GTM and GA4 to track user behaviors on landing pages and websites from Meta & Google campaigns.
- Achieved a 40% newsletter open rate by designing targeted email campaigns.
- Coordinated 30+ webinars across all social media platforms.

Executive, Marketing & Branding

ABP - Academy of Business Professionals

02/2023 - 12/2023 Dhaka, Bangladesh

- Managed social media (YouTube, Facebook, LinkedIn).
- Improved SEO traffic by 30%.
- Handled website content and updates.
- Set up baseline tracking with GTM & GA4.

EDUCATION

Bachelor of Business Administration (BBA) in Accounting

University of Dhaka

01/2018 - 07/2023 Dhaka, Bangladesh

Higher Secondary Certificate (HSC) in Business Studies

Notre Dame College, Dhaka

07/2015 - 07/2017 Dhaka, Bangladesh

Secondary School Certificate (SSC) in Business Studies

Shamsul Hoque Khan School & College

01/2013 - 05/2015 Dhaka, Bangladesh

KEY ACHIEVEMENTS

Ad Campaign Optimization

Led ad optimization increasing CTR by 25% and conversions by 15% within 6 months

Tracking Implementation

Implemented server-side tracking to improving Data accuracy by 80% from paid media.

Web Analytics

Reduced reporting time by 30% with Looker Studio dashboards & GA4 Explorations Presets.

Campaign Goal Achievement

Secured 150 enrollments in 2 weeks through CRO, GTM, and A/B testing strategies.

SKILLS

Google Ads	Meta Ads	A/B Testing
Heatmap Analysis	Google Analytics	
Looker Studio	Google Tag Manager	
Server-Side Tracking	Web Analytics	
Funnel Optimization	Merchant Center	
Conversion Rate Optimization - CRO		
Google Search Console	Notion	
Email Marketing	WordPress	

TRAINING / COURSES

UT Digital Media & Skillup

Google Ads Course - 2024 & AI-Driven Meta Ads Mastery

Skillup

Web Analytics Mastery with Server Side Tracking & Conversion Rate Optimization - CRO

VOLUNTEERING

Google Ads Campaigns & GTM and GA4 Setup

AI-Ihsan Social Development Center, Bangladesh

07/2024 - 08/2024