



KHANDOKAR RIAJUL ISLAM

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with expertise in social media marketing, paid advertising, SEO, and lead generation. Skilled in developing multi-channel marketing strategies that enhance online visibility and drive measurable business growth. Experienced in managing digital campaigns for travel, real estate, and e-commerce industries, committed to using data analytics and automation tools to optimize marketing ROI and brand performance.

WORK EXPERIENCE

Digital Marketing Specialist | Foring Group of Companies

(Foring Fly – Travel & Tourism | Foring Homes – Real Estate | iTrade Links – E-commerce)
City Center, Level 30, Motijheel, Dhaka | Nov 2024 – Present

- Develop and execute integrated marketing strategies across travel, real estate, and e-commerce brands.
- Manage and optimize paid advertising campaigns on Facebook, Google, and Instagram, increasing qualified leads by 40%.
- Plan and schedule engaging content for multi-brand social media pages, boosting engagement rates by 30%.
- Analyze marketing data using Google Analytics and Meta Insights to track KPIs and refine targeting.
- Lead brand collaborations and promotional campaigns to expand digital reach and enhance conversion rates.
- Coordinate with creative and sales teams to align marketing efforts with business goals.

Digital Marketing Executive | DmandFly

Kamrangirchar, Dhaka | Aug 2024 – Nov 2024

- Managed SEO, social media, and paid advertising campaigns, increasing brand awareness by 35%.
- Conducted keyword research and on-page SEO optimization, improving search rankings by 30%.
- Launched and managed Facebook & Google Ads, reducing CPC by 20% while increasing conversions.
- Used Google Analytics & Facebook Insights to track and improve campaign ROI.

Lead Generation Specialist | Lifeboat SEO (Freelance)

Remote | Jan 2023 – Jul 2024

- Identified and qualified leads via LinkedIn Sales Navigator & Apollo.io, boosting conversion rates by 25%.
- Created automated email campaigns, improving engagement by 40%.
- Managed CRM segmentation to enhance customer acquisition efficiency.
- Collaborated with sales teams to optimize lead pipelines and improve closing rates.

EDUCATION

Bachelor of Social Science (B.S.S) in Political Science
National University, Bangladesh | Mar 2019 – Dec 2022
CGPA: 2.76

Higher Secondary Certificate (HSC), Humanities
Khan Jahan Ali Ideal College, Khulna | Jan 2017 – Dec 2018
GPA: 3.17

CERTIFICATIONS

- Digital Marketing Certification – HubSpot Academy
- Social Media Marketing – Coursera
- Content Marketing Fundamentals – SEMrush
- Search Engine Optimization (SEO) – SEMrush
- Facebook Marketing & Advertising – SimpliLearn
- Google AdSense Certification – Google SkillShop

SKILLS

SEO & SEM | Social Media Marketing (Facebook, Instagram, Google Ads)
Content Strategy & Copywriting | Email Marketing (Mailchimp, HubSpot)
Lead Generation & Funnel Optimization | Marketing Automation & CRM
Google Analytics | Facebook Business Manager | Conversion Rate Optimization

INTERESTS

Staying updated with digital marketing trends & AI tools | Traveling & exploring cultures | Team sports & strategic games