

Farshid Hossain

Digital Marketing Specialist | Meta Ads & Google Ads

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PROFESSIONAL SUMMARY

Computer Science graduate (BSc, CGPA 3.64) and digital marketer with hands-on experience running Meta Ads and Google Ads campaigns for sales, lead generation and engagement. Combines campaign execution, GA4 and GTM tracking, WordPress SEO and sales-data analysis to connect marketing activity with business results. Generated approximately BDT 12 lakh in sales over three months on a USD 1,200 Meta Ads budget. Uses AI-assisted development to prototype websites and applications.

KEY ACHIEVEMENTS

- ~BDT 12 lakh in sales over three months from a Meta Ads budget of USD 1,200 (Kiddzzo.com).
- Over BDT 5 lakh in additional revenue: contributed through targeted campaigns and business activities.
- ~BDT 2–3 lakh in revenue within six months from apparel campaigns.
- 15% increase in deal size through an optimized pricing strategy.

PROFESSIONAL EXPERIENCE

Digital Marketer | StepUp Technology Ltd.

October 2025 – Present

- Manage Meta Ads and Google Ads campaigns focused on sales, leads, engagement and conversions.
- Support campaign optimization and performance analysis using ad platform data and GA4.
- Support WordPress SEO and marketing integrations so website performance aligns with advertising goals.
- Develop marketing content and creatives for campaigns.

Digital Marketer and WordPress Developer | Softsia-IT

December 2024 – September 2025

- Created and optimized advertising campaigns for engagement and sales; tracked results in Ads Manager.
- Wrote advertising copy and funnel content to support campaign objectives.
- Maintained WordPress websites and applied SEO best practices to support business goals.
- Supported client communication and gathered campaign requirements.

Data Analyst and Operations Executive | SP Traders & SP Fashion

April 2023 – September 2024

- Managed product-related operations and supported day-to-day business activity.
- Analyzed monthly sales data and built Power BI visualizations and reports to inform business decisions.
- Worked on pricing and business performance analysis, including pricing optimization.

SKILLS

Performance Marketing: Meta Ads, Google Ads / PPC, lead generation, sales and engagement campaigns, campaign optimization, marketing funnels, A/B testing, ad copywriting, market and competitor research

Analytics & Tracking: Google Analytics 4 (GA4), Google Tag Manager (GTM), Power BI, Microsoft Excel, sales and marketing performance analysis, data visualization

Website & SEO: WordPress development and management, on-page SEO, technical SEO, website optimization, marketing integrations, conversion rate optimization

Creative & Content: Canva, social media creatives, video editing (CapCut, Filmora), content creation and strategy

AI & Technology: ChatGPT and AI marketing tools, AI-assisted coding (vibe coding), website and application prototyping

Business & Communication: Client communication, sales support, business operations, analytical thinking, problem-solving, team collaboration

EDUCATION

Bachelor of Science in Computer Science and Engineering (BCSE)

January 2021 – June 2025

International University of Business Agriculture and Technology (IUBAT) | CGPA: 3.64

CERTIFICATION & LANGUAGES

The Complete Digital Marketing Guide – 27 Courses in 1 – Robin & Jesper, Udemy (2025)

Languages: Bangla, English