

Curriculum Vitae

IMAM BHUIYAN

Digital Marketing Expert | Helping Brands
Convert Clicks Into Customers



Career Objective

I'm a Digital Marketing Strategist with 5+ years of experience helping 200+ E-commerce and diverse brands grow fast and sustainably. I know how to take a struggling business, fix the leaks, and turn it into a profitable, revenue-focused brand using smart, data-backed marketing. I've managed \$200K+ in ad spend and consistently delivered 3–5x ROI. I build marketing systems that work, improve sales quickly, and create long-term growth that brands can rely on with confidence.

Key Achievement

1. Managed \$200K+ in paid ads across Facebook, TikTok, and Google, consistently achieving 3–5x ROI.
2. Scaled two personal brands ('Pixelo' & 'Bunnon Bari') to 13+ lakh BDT in sales within just one month.
3. Achieved exceptional cost-efficiency milestones = generated 1 sale at just \$0.02, and 9 sales for only \$0.86 for products priced at 790 BDT, showcasing high-conversion creative strategy and precise audience targeting.
4. Launched and scaled a new single-brand business from scratch = opened the page, built the system, created the funnel, and generated 6+ lakh BDT in the first 30 days with a 40% profit margin.
5. Built the brand into a sustainable growth engine with 1.5 crore+ yearly sales and nearly 60 lakh yearly profit.
6. Improved campaign efficiency across multiple agencies by reducing CAC by up to 40%.
7. Developed full 360° content and growth strategies for 5+ brands, including Easyline, YSDI, Febrion, Baby City, Fashion Gallery, and Beakon Institute.

Professional Experience

Sr .Digital Marketer –SteadoneAgency (Nov 2025 – exit june 2026)

- Directed marketing operations & ad strategy, managing \$50K+monthly budgets.
- Launched 20+ high-performing paid campaigns with strong ROI.
- Introduced advanced analytics & automation for campaign tracking.
- Optimized CAC and ROI with structured reporting & creative testing.



Founder & CEO

IB Media -- Dhaka, Bangladesh

2022 – 2024 (exit)

- Managed large-scale Facebook & Google Ads campaigns with \$100k+ spend, achieving 2–3x ROAS.
- Scaled campaigns for e-commerce and subscription services, increasing conversion rates 25–35% within 90 days.
- Implemented A/B tests on creatives, copy, and audiences, reducing CPA by up to 28%.
- Designed and managed retargeting campaigns, boosting ROI and repeat purchases.
- Collaborated with creative teams to produce high-converting ad creatives, copy, and landing pages.
- Built weekly reporting dashboards with GA4 & Meta Ads Manager for stakeholders.

Brand & Marketing Strategist (Consultant)

- **Lungi Mart , Deshi Bunnan ,Bunnan Bari,Tati Bari**
- **Febrion(Clothing)–Increased sales conversions by 45% through optimized ad funnels.**
- **Health360–Developed medical service campaigns with targeted Facebook Ads.**
- **Beakon Institute–Designed educational marketing funnel that increased student enrollment & ensured internship placements.**

Projects & Highlights

Freelance Projects (Selected)

2024 – Present

- Scaled an e-commerce shop's online presence through targeted campaigns, increasing daily sales by 50%.
- Created content strategies and ads for subscription and product-based businesses in Bangladesh and abroad.

Entrepreneurial Project(Stay Up bd) 26/12/2025 — 7/1/2026

- Launched a business from the ground up, handling strategy, operations, and sales.
- Achieved 10+ lakh tk revenue within 10 days by implementing effective marketing and customer acquisition strategies.

Leveraged digital marketing, sales funnels, and customer engagement to achieve rapid revenue growth.

Certifications

- **Digital Marketing Expert— Ten Minute School (2022)**



EDUCATIONAL QUALIFICATION

United International University

B.Sc. in Computer Science & Engineering

2023-Present

Skills

- **Paid Ads:** Meta (Facebook/Instagram), Google Search, Display & YouTube
- **Big-Budget Campaigns:** Budget planning, scaling, and ROI optimization
- **Performance Marketing:** Retargeting, Funnel Optimization, Lead Generation
- **A/B Testing:** Creatives, audiences, placements, bidding strategies
- **Analytics & Reporting:** Google Analytics, GA4, Facebook Insights, Looker Studio
- **Industry Focus:** E-commerce

CoreExpertise

- Growth Marketing
- Paid Media (Facebook,TikTok,Google)
- Brand Building & Positioning
- Content Strategy & Production
- Funnel Building & Conversion Optimization
- Analytics & Data-Driven Marketing
- Client Acquisition & Retention
- Team Leadership & Project Management



Contact



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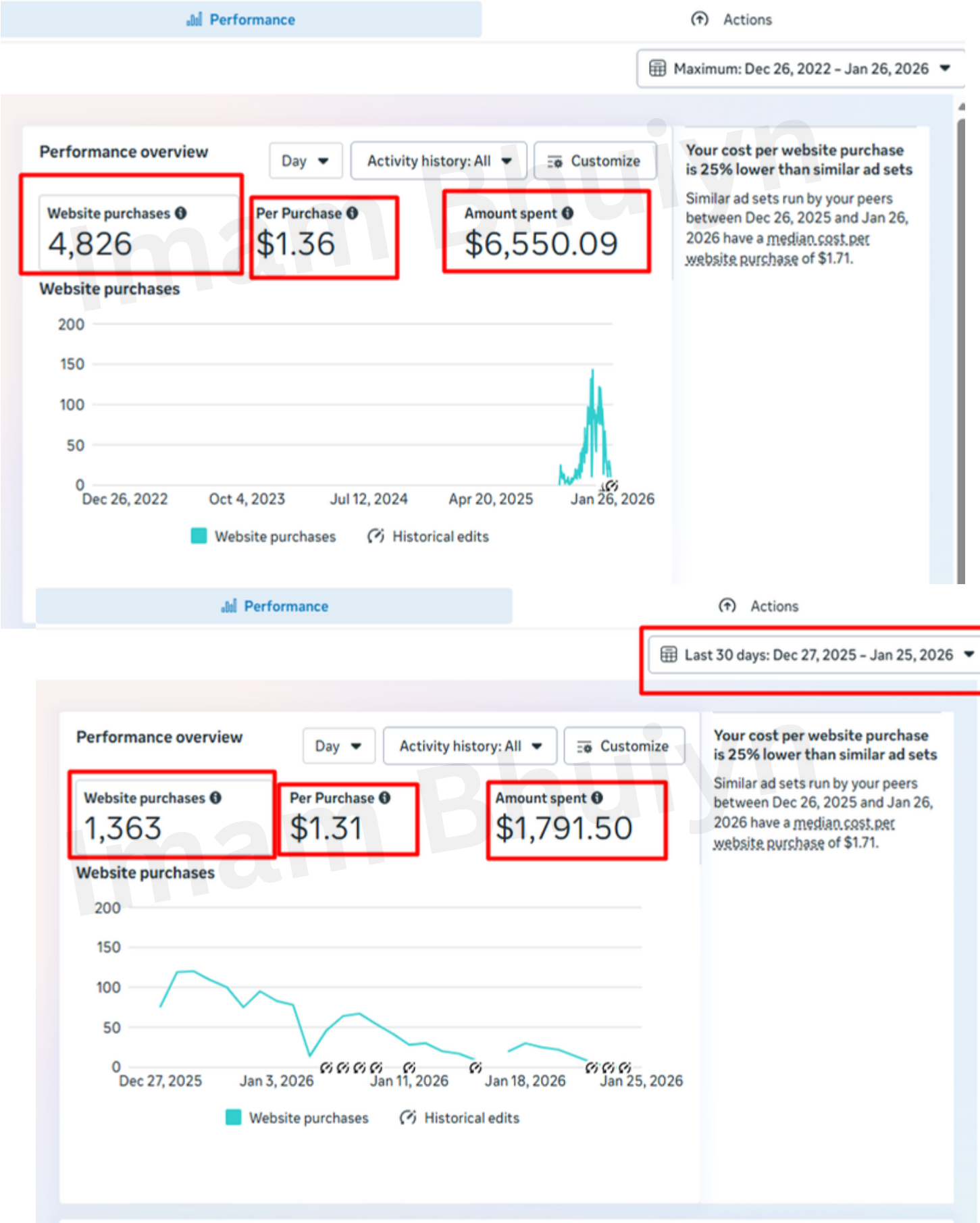
100 feet,Madani Avenue,Dhaka



Language

- English
- Bangla

Facebook Ads Performance Highlights



Active • Sales

20 Website purchases	\$0.50 Cost per Website Purchase	\$9.97 Spent
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Active • Sales

8 Website purchases	\$0.30 Cost per Website Purchase	\$2.39 Spent
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Link clicks

0	\$0.00 Cost per Link Click	\$0.00 Spent
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Active • Sales

Edit Duplicate

Results View Performance

Last 7 days Last 30 days

272 Website purchases	\$1.07 Cost per Website Purchase	\$289.96 Amount spent
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\$17.00 daily budget

378,846 Reach	605,365 Impressions
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Show more

Ad

7D 1M MAX

Performance Last 30 days

Sales Clicks Reach

128 Results	\$0.86 Cost per result
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Off • Sales

Edit Duplicate

Results View Performance

30 days Maximum Today

140 Website purchases	\$0.82 Cost per Website Purchase	\$115.07 Amount spent
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\$8.00 daily budget

109,043 Reach	172,482 Impressions
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Show more

Show case Ad Result

4 active campaigns

1

+

Date

Status

Active • Sales

145

Website purchases

\$0.89

Cost per Website Purchase

\$128.54

Spent

2 recommendations +3 points

Active • Sales

102

Website purchases

\$0.65

Cost per Website Purchase

\$66.64

Spent

1 recommendation +1 point

5 active campaigns

1

+

Today

Status

this recommendation.

Campaigns

Active • Sales

0

Website purchases

\$0.00

Cost per Website Purchase

\$0.00

Spent

Active • Sales

1

Website purchases

\$0.0200

Cost per Website Purchase

\$0.0200

Spent

1 recommendation +5 points

