

SABBIR AHMED

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SUMMARY

Over 10+ years of experience in Data-Driven Digital Marketing and Motion Graphics, significant achievements include driving over 150% user growth for a ride-sharing startup, generating \$500,000 in GMV for a freelance marketplace, and acquiring 300+ clients for an animation studio.

TECHNICAL TOOLKIT:

- Digital Marketing: Google Ads, Facebook & LinkedIn Ads Manager, ActiveCampaign, WordPress
- Website Development: cPanel, FTP/SSH/Terminal, AWS (Route 53, S3, EC2), Digital Ocean
- Data Analytics: Google Data Studio, Google Analytics, Google Sheet
- Creative & Animation: After-Effects, Luma-Fusion, Pro-Create, Illustrator, Cinema 4D & Blender (Basic)

PROFESSIONAL EXPERIENCE

EndingScene Ltd., Learning Bangladesh, KajKey Inc.

Dhaka, BD

Founder & CEO

Dec 2017 - Present

Secured 300+ clients worldwide. Successfully directed 500 animated promo video projects, reaching an impressive 10 million+ viewers globally. Launching 50+ courses with 3000+ video lessons. Acquired 15,000 registered students through data-driven digital marketing campaigns on Facebook and Google ads. Build a native freelance marketplace, resulted in the attraction of over 50,000 freelancers and 10,000 employers.

Pathao Inc.

Dhaka, BD

Digital Marketing Specialist

Jun 2017 - Nov 17

Overseeing the company's digital marketing campaigns and managing ad spend of over 1 million dollars. Achieved over 150% user growth through effective lead generation and activation strategies for rider and user acquisition.

REVE Systems

Dhaka, BD

Sr. Motion Designer (Prev: Digital Marketing Strategist)

Oct 2015 - May 17

Created 20+ motion graphics promo videos. Top rankings were achieved for 25+ targeted 'VoIP' keywords on Google search results. 36+ Facebook remarketing campaigns were optimized and 15+ successful Google Ads campaigns were launched, resulting in a 10x increase in website traffic and the generation of 15k+ valuable leads.

Bdjobs.com

Dhaka, BD

Digital Marketing Executive

Feb 2013 - Jan 15

During the tenure at Bdjobs.com, career-focused articles were written, reaching millions of users. Representation of the company took place at university events, engaging with students and job seekers. The responsibility included shortlisting over 2,000 CVs from job fair participants across various sectors.

EDUCATION & OTHER

East West University

Dhaka, BD

BBA, Marketing in Major, CGPA: 2.89 Out of 4.00 Scale

Jun 2008 - Dec 12

LANGUAGES: Fluent in English and Bangla

OTHER EDUCATION: Facebook Ads & Google Ads Certificate, Game Development Coursera, 3 Days Boot Camp at the Innovation Design and Entrepreneurship Academy (iDEA)

INTERESTS: Learning, Hiking, Creative Thinking, Playing Chess