Md Mahfuzul Alam Siam

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Professional Profile

Digital Marketing professional experienced in Meta Ads, Google Ads, SEO, content strategy, paid media, web design, and ROI-focused campaign management.

Professional Experience

Media Buying Specialist

Address Communication | Feb 2026 - Continuing

Responsible for campaign planning, content strategy, content approval, promotional planning, budget management, ROI optimization, and performance marketing for multiple client accounts.

Digital Marketing Specialist

Abedin Tech | Oct 2024 - Jan 2026

Led performance marketing across Meta Ads and Google Ads, handled SEO, PPC, content marketing, social media channels, Fiverr, Clutch, client communication, optimization, and reporting.

Executive, E-Commerce and Digital Marketing

Electra International | Aug 2023 - Oct 2024

Handled website development, maintenance, product management, online sales leadership, and digital marketing.

Skills & Expertise

Digital Marketing

Social Media Marketing

Hands-on experience with paid media, content creation, campaign execution, and business growth across digital channels.

Meta and Google Ads

Performance Marketing

Campaign planning, precise targeting, retargeting, budget management, conversion optimization, and ROI improvement.

SEO and Content Marketing

Organic Growth

SEO, PPC coordination, content strategy, profile optimization, and visibility growth for brands and client accounts.

Lead Generation

Sales Campaigns

Lead generation campaigns for real estate, healthcare, construction materials, food, and electronics business goals.

Analytics and Reporting

Data Analysis

Performance tracking, campaign reporting, data-led decisions, and continuous optimization for measurable results.

Web Development

Laravel, HTML, CSS, JS

Website development, maintenance, basic design, Laravel framework work, and frontend content management support.

Leadership

Team and Operations

Team management, project coordination, client communication, content approval, and operations support.

Selected Work

Electronics Sales Campaign

83 Lakh BDT Online Orders

Generated 83 lakh BDT in online sales within three months through e-commerce product management, team coordination, and digital marketing execution.

Real Estate Lead Campaign

30 Client Visits Per Month

Produced around 30 client visits per month with minimal ad spend by using targeted campaign planning and lead generation strategy.

Healthcare Lead Generation

670 Doctor Visit Leads

Generated 670 leads for doctor visits through low-cost digital campaigns and practical performance optimization.

Construction Materials Campaign

2500 Leads and 2 Crore BDT Sales

Acquired 2500 leads and supported 2 crore BDT in sales through digital marketing campaigns for construction materials.

UK Food Industry Campaign

6x ROI in One Month

Achieved six times return on investment in one month through paid digital marketing campaigns for a UK food business.

Education & Training

Bachelor of Science (BSc)

Computer Science and Engineering | Uttara University | 2023

University Dean Awards in 2020 and 2021.

HSC

Science | Kalash Nagar College | 2019

SSC

Science | Dangapara BL High School | 2016

Web Design Training Course

Web Design | Creative IT Institute | 2022

Training on HTML, CSS, and JavaScript.

Digital Marketing Training

Digital Marketing | LEDP | 2020

150-hour training on website SEO, lead generation, social marketing, and related digital marketing areas.

MS Office, Internet and Photoshop

MS Office, Internet and Photoshop | Computer IT Training Centre | 2019

National Standard Basic 360-hour training.

Google Ads Display Certification

Google Ads Display | Skillshop | 2025-2026

Google Ads Display Certification credential.

Full Stack Web Development

Full Stack Web Development | Udemy | 2023

Full Stack Web Development professional qualification completed online.

Web Development Fundamentals and PHP

Web Development Fundamentals and PHP | SoloLearn | 2022-2023

Web Development Fundamentals, PHP, and HTML certificates from SoloLearn.