

Md. Yasin Islam

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PROFILE

Digital marketer with over four years of expertise in WordPress, Google Ads, and Meta Business Manager. competent in creating ad text, lead generation, eCommerce marketing, and using performance-based tactics to propel business expansion.

SKILLS

Technical: Facebook/Instagram Ads, Google Ads, WordPress Website Customization, Pixel Setup, Email Marketing

Tools: Meta Business Manager, Google Ads Manager, Meta Pixel, Google Analytics (GA4), Google Tag Manager, Conversion API, WordPress, Yoast SEO, Elementor, HTML/CSS (basic), Canva, Camtasia, Adobe Illustrator, Mailchimp, Shopify

EXPERIENCE

Cambridge Academy of Bangladesh

Dhaka, Bangladesh

IT Secretary

2021 – 2024

- Managed \$1,000+ in Meta ad spend, generating leads and enrollment for English language programs.
- Built and maintained the organization's WordPress website.
- Developed social media strategies, Image and video ad creatives.
- Tracked conversions using GA4, GTM, Meta Pixel, and Conversion API.

Freelancing Marketplaces

Around the World

Freelance Digital Marketer

2021 – Present

- Completed diverse client projects including real estate, education, and e-commerce sectors.
- Specializing in Facebook/Instagram ads, Ad Creatives, WordPress/Shopify Websites, and analytics setup.
- Created branding assets and handled full business funnel strategy for multiple clients.

PROJECTS

[BizeCase 2025 \(National Business Case Competition By JKNIU-SDC\)](#)

January 2025 – May 2025

- Planned and executed Meta ads for a university business case competition.
- Achieved 300+ team registrations from various public and private universities.

[Taygi \(eCommerce Business\)](#)

March 2024 – September 2024

- Built the full eCommerce website, created the Facebook page, analyzed market trends, and ran Sales ad campaigns.
- Successfully generated strong purchase results and directed the full online business operations.

EDUCATION

Jatiya Kabi Kazi Nazrul Islam University

Mymensingh, Bangladesh

Bachelor of Business Administration in Marketing (Ongoing)

Session 2022 – 2023

- Among the top 3% of the batch
- Relevant coursework in [**Relevant Subjects:** Principles of Marketing, Advertising, Marketing Research, Consumer Behavior, etc.]

CERTIFICATIONS

- Digital Marketing Course – Webcoder IT May 2021
- Facebook Marketing Tools – Shikho August 2024
- Introduction to Digital Marketing – Shikho June 2024

[Link of Certificates.](#)