



# QUAZI ALL RAFID

## DIGITAL MARKETING SPECIALIST

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Dhaka, Bangladesh

### CONTACT INFORMATION

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Portfolio : <https://surl.lt/lusygd>

### EDUCATION

#### B.Sc. in Electrical and Electronic Engineering (EEE)

Gopalganj Science and Technology University (GSTU)  
Graduated: 2025

#### Higher Secondary Certificate

Government Sundarban Adarsha College | 2016 - 2018

### TECHNICAL SKILLS

- SEO
- Website Optimization
- Web Analytics
- Web Map Setup
- Local SEO & Growth
- Design & Strategy
- Meta Pixel
- Setup Campaigns

### DIGITAL TOOLS

- Meta Ads Manager
- Google Ads setup
- Google Tag Manager
- Google Analytics 4
- Canva
- CapCut

### PROFESSIONAL PROFILE

Data-driven and highly technical Performance Marketing Specialist with a proven track record of scaling e-commerce brands through high-converting paid campaigns, technical data tracking, and full-funnel optimization. Expert in setting up flawless tracking infrastructures (GTM, GA4, Pixels) to ensure accurate conversion attribution and maximum ROAS. Combining deep analytical skills with Technical SEO and speed optimization to turn digital traffic into revenue.

### PROFESSIONAL EXPERIENCE

#### E-commerce Growth & Technical Marketing Specialist

##### | Dry Delight Store (Ongoing)

- **SEO & Speed Domination:** Optimized website technical architecture, resource delivery, and plugin configurations to achieve a flawless **100% SEO Performance Score**.
- **Performance Scaling:** Drove a **150% increase in Active Users** and exploded **conversion event counts by 400%** through advanced, multi-channel ad structures across Meta, Google, and TikTok Ads.
- **Technical Tracking Infrastructure:** Deployed end-to-end data tracking systems via Google Tag Manager (GTM) and Google Analytics 4 (GA4), ensuring zero conversion data loss and precise audience remarketing.
- **Local SEO Authority:** Developed and managed Google Business Profile and local maps metrics, successfully driving higher search visibility and generating organic customer reviews to build brand authority.

##### Digital Marketing Manager | Projotno Agro (Ongoing)

- **Massive Reach Expansion:** Boosted organic and paid brand reach by **3,500%** using cross-channel performance marketing across Meta platforms.
- **Community Exploded:** Increased organic user engagement by over **3,000%** through targeted, highly resonant content strategies.
- **Full-Funnel Implementation:** Built and deployed an end-to-end user acquisition funnel to systematically warm up cold traffic and capture qualified sales leads.

##### Paid Media Strategist | Peuna's Kitchen (Ongoing)

- **Sales Multiplier:** Generated a massive **471% increase in weekly sales** through advanced Facebook and Instagram ad optimization and strategic budget allocation.
- **A/B Testing Framework:** Executed rigorous split testing on ad creatives, hooks, and custom audience segments to steadily lower Cost Per Acquisition (CPA).
- **Engagement Strategy:** Built interactive, high-retention social content that significantly boosted customer lifetime value (LTV) and engagement.

### Professional Development

#### HubSpot Digital Marketing Certification (Session 2025)

- **Comprehensive global certification covering Technical SEO Basics, PPC Campaigns, Content Marketing Strategy, Social Media Advertising, Email Marketing Analytics, and E-commerce Ecosystems.**