



RONY HOSSEN

NSDA CERTIFIED FULL-STACK DIGITAL MARKETER

ABOUT ME

Results-driven Digital Marketing Specialist with hands-on expertise in Meta Ads, Google Ads, SEO, and performance marketing. Proven track record of delivering measurable ROI — from 2x ROAS on ad campaigns to 40%+ organic traffic growth. Passionate about scaling brands through data-backed strategies and high-converting digital solutions.

CONTACT ME

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H-222KH, JN SAHA ROAD,
AMLIGOLA, LALBAGH,
DHAKA-1211

EDUCATION

Secondary School Certificate
Baysa Chandpur Secondary School

Completed SSC in Science background
with a GPA of 3.83.

PASSING YEAR: 2018

Higher Secondary Certificate
Navaron College

Completed HSC in Humanities background
with a GPA of 4.25.

PASSING YEAR: 2020

Bachelor of Social Science
Dhaka College

Earned a Bachelor of Social Science
(Honors) degree from Dhaka College, one of
Bangladesh's historic institutions (Est. 1841),
with a CGPA of 3.12.

PASSING YEAR: 2025

CO-CURRICULAR ACTIVITIES

Member, CIT Photography Club
Member, CIT Videography Club
Member, CIT Sport Club

TOOLS & SOFTWARE

* SEMRUSH
* AHREFS
* GA4 & GTM
* AD MANAGER
* ADOBE PHOTOSHOP
* ADOBE ANIMATE CC
* ADOBE PREMIERE PRO
* CAPCUT PC
* META SUITE
* HUBSPOT

PROJECTS & ACHIEVEMENTS



Scan to view portfolio

JOB EXPERIENCE

Digital Marketer (Intern)

Creative IT Institute JAN 2026 – APR 2026

- Led digital marketing strategy for a 24-member team, driving a 25% improvement in campaign engagement rates.
- Executed 20+ paid ad campaigns on Meta, achieving an average ROAS of 2x within 3 months.
- Reduced cost-per-lead (CPL) by 18% through A/B testing of ad creatives and landing pages.
- Produced weekly performance reports using GA4 & GTM, improving data-driven decision-making speed by 20%.

Digital Marketer & Web Developer

Global Academy Hub APR 2025 – PRESENT

- Grew organic website traffic by 42% in 6 months through on-page SEO and technical optimization.
- Managed all social media platforms, increasing follower engagement by 35% across channels.
- Redesigned and optimized all pages, improving conversion rates from 1.8% to 4.1%.
- Reduced website bounce rate by 22% via UX improvements and faster page load.

Founder & CEO

Brand Gori Agency JAN 2026 – PRESENT

- Founded and scaled a full-service digital marketing agency, growing from solo founder to a 4-member freelancer network within 4 months.
- Delivered end-to-end services — Meta ads, web development & social media management — across 25+ clients in diverse industries.
- Drove measurable sales growth for e-commerce & service-based clients using full-funnel Meta Ads with optimized product catalogs and retargeting.
- Managed Meta ad budgets totaling ₳ 2,50,000+, consistently achieving 2x+ ROAS across multiple client accounts.
- Grew client social media followings by an average of 40%+ through targeted content strategies and paid promotions.
- Achieved an average client satisfaction score of 4.5/5, resulting in 40% repeat business and referral-based client acquisition.

SKILLS

Hard Skills

Facebook Ads & Google Ads
Digital Marketing Strategy
Google Analytics 4 (GA4) & GTM
Meta Pixel & Conversion Tracking
ROAS Optimization
Lead Generation & Ad Copywriting
Conversion Rate Optimization (CRO)
Data Analysis & Reporting
YouTube Marketing & Video SEO
Search Engine Optimization (SEO)
Email Marketing & Automation
WordPress Website Development
Landing Page Design
WooCommerce Store Setup
Elementor Page Builder
Video Editing Capcut & Premiere Pro
Adobe Photoshop cc

Soft Skills

Communication & Team-building
Client Relationship Management
Time Management & Adaptability
Problem Solving & Creative Thinking

TRAINING & CERTIFICATION

Diploma in Digital Marketing & Analytics

Creative IT Institute

SEO & Amazon Affiliate Marketing

Bright Skill ONLINE COURSE

WordPress Website Development

UY Lab ONLINE COURSE

Search Engine Optimization (SEO)

Hubspot Academy

National Skills Development Authority

(NSDA) Certificate in Digital Marketing
for Freelancing -Level- 3

Spoken English Level- 1 & 2

Headman Academy Panthopath, Dhaka.

REFERENCES

SOHANUR RAHMAN

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DEVELOPMENT, HUMAN RESOURCES DIVISION
NAGAD LTD.

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