

ASHFAK ISLAM ABIR

Digital Marketing & Growth | Paid Media, E-commerce, Marketing Systems | MBA

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Portfolio: ashfakabir.com — case studies with the campaigns, dashboards and results behind this resume

PROFESSIONAL SUMMARY

Marketing professional with 5+ years in digital marketing and an MBA from University Canada West. Owned the full marketing function for two consumer brands, reporting directly to the owner, and led teams of up to five designers and creatives. Managed Google Ads and Meta Ads budgets exceeding \$50,000 per month and worked with an outside agency on behalf of the company. Builds the systems that connect marketing spend to revenue: campaign strategy, conversion-focused web and e-commerce, CRM automation and attribution. Results include ~40% lower cost per lead, ~60% more leads, ~30–45% booking growth and ~50% organic traffic growth in six months.

PORTFOLIO CASE STUDIES

Case studies are available at ashfakabir.com

Holiday 2026 Integrated Campaign | Totally Chocolate

Six-stage holiday journey for corporate gifting: intent-specific landing pages, SEO and FAQ schema, GA4/GTM lead tracking, WooCommerce merchandising, creative, email and LinkedIn.

Full-Funnel Growth System | OOUYU Skin & INKJI Studio

Paid media, GoHighLevel CRM routing, automation and reporting rebuilt as one system: ~60% more leads, ~40% lower cost per lead and 40+ hours of manual work automated each month.

Mother's Day 2026 Campaign | OOUYU Skin

Emotion-first AI video story that led to the gift card offer, generating more than \$10,000 in gift card sales.

KEY SKILLS

- **Marketing management:** marketing strategy, campaign management, brand positioning and messaging, product and seasonal launches, budget management, KPI and ROI reporting
- **Leadership:** directing designers, web developers and agencies, vendor management, reporting to owners and directors, cross-functional collaboration
- **Digital and performance marketing:** paid media (Google Ads, Meta Ads), SEO and local SEO, content strategy, email and SMS marketing, social media marketing, lead generation
- **E-commerce and web:** website strategy, conversion rate optimization (CRO), landing pages, WooCommerce, Shopify, WordPress
- **Marketing technology and analytics:** CRM (HubSpot, GoHighLevel), marketing automation, GA4, Google Tag Manager, attribution, dashboards and reporting

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | Totally Chocolate | Vancouver, BC

Jun 2026 – Aug 2026

Custom chocolate and corporate gifting brand; reported to the Director of Brand & Marketing.

- Managed paid media budgets exceeding \$50,000 per month, tying Google Ads and Meta Ads spend to dedicated landing pages, conversion tracking and quote-request leads.

- Led a team of five designers on campaign, product and lifestyle creative, and represented the company in work with an outside agency.
- Planned and led the Holiday 2026 integrated campaign as a six-stage customer journey (acquire, optimize, measure, merchandise, create, amplify) across paid search, SEO, web, e-commerce, LinkedIn and email.
- Built four intent-specific holiday landing pages in WordPress/Bricks to give high-intent corporate gifting traffic a direct path to a custom quote.
- Rebuilt measurement in GA4 and Google Tag Manager with separate conversion paths for quote and contact leads, and standardized UTM attribution across campaigns.
- Expanded the WooCommerce catalogue with new confection products, tiered pricing and customization options, and launched an Inspiration Gallery to help buyers picture custom orders.

Digital Marketing Specialist | OOUYU Skin Medi Spa & INKJI Studio | Calgary, AB

Oct 2025 – Jun 2026

Two consumer brands, including a multi-location medi spa; reported directly to the owner.

- Owned all marketing for both brands: strategy, paid media, SEO, website, CRM, email/SMS, social and reporting.
- Managed a four-person team (graphic designer, video editor and two studio managers) and directed website developers on UX improvements and new service and location pages.
- Restructured Google and Meta paid media into three performance segments by platform and objective, contributing to ~40% lower cost per lead, ~60% more leads and ~30–45% booking growth.
- Designed a five-stage GoHighLevel CRM pipeline that routed leads by location to the right team member, with ManyChat and automated follow-up saving 40+ hours of manual work per month.
- Grew organic traffic ~50% in six months through local SEO, service and location pages and Google Business Profile optimization.
- Built one-click pipeline and campaign reporting in GoHighLevel and GA4/GTM to support weekly and monthly decisions with the owner.

SEO Specialist | Ontik Technology | Remote

Mar 2024 – Aug 2025

- Led and owned the SEO team across client websites, covering keyword research, technical SEO audits, content optimization and link building.
- Increased organic traffic ~25–40% and engagement ~20% across client projects by aligning content and on-page optimization with search intent.
- Built Python data pipelines combining GA4 and Search Console data into automated performance dashboards.

Marketing Coordinator | Ontik Technology | Dhaka, Bangladesh / Remote

Apr 2021 – Feb 2024

- Managed 8–12 client accounts at once across SEO, paid advertising, content, websites and analytics.
- Prepared brand-awareness marketing strategies and managed website, social media content and PR planning for clients.
- Coordinated between clients and internal teams to align expectations, timelines and deliverables.

EDUCATION

Master of Business Administration (MBA) | University Canada West | Vancouver, BC

2022 – 2024

Bachelor of Business Administration (BBA) | North South University | Dhaka, Bangladesh

2016 – 2021

TECHNICAL SKILLS

Google Ads, Meta Ads Manager, GA4, Google Tag Manager, Google Search Console, Semrush, HubSpot, GoHighLevel, Mailchimp, ManyChat, WordPress, Bricks Builder, WooCommerce, Shopify, Yoast SEO, Canva, Adobe Creative Suite, AI-assisted creative production, Python