

ABDULLAH AL MAMUN NILU

DIGITAL MARKETING SPECIALIST | META ADS | GOOGLE ADS | SEO | WORDPRESS & ELEMENTOR

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Results-driven Digital Marketing Specialist with expertise in Meta (Facebook & Instagram) Ads, Google Ads, Search Engine Optimization (SEO), and WordPress website development. Experienced in creating high-performing advertising campaigns, generating quality leads, optimizing websites for search visibility, and building responsive websites using Elementor. Skilled in data-driven marketing strategies that help businesses increase brand awareness, drive conversions, and achieve sustainable growth.

AREA OF EXPERTISE

Meta (Facebook & Instagram)	Lead Generation	Keyword Research
Google Ads	Conversion Optimization	Social Media Marketing
Marketing Strategy	Landing Page Creation	Google Analytics
Elementor Website Design	Content Marketing	Google Tag Manager
SEO	Pinterest Marketing	

KEY ACHIEVEMENTS

- Successfully managed and optimized Meta and google advertising campaigns for lead generation and business growth.
- Improved marketing performance through data analysis, audience targeting, and campaign optimization.
- Helped businesses strengthen their online presence through integrated digital marketing solutions.
- Built responsive WordPress websites using Elementor with a focus on user experience and conversion optimization.
- Created landing pages designed to generate leads and improve campaign performance.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | Digital Growth Studio

Feb 2025 - Present

- Plan, launch, and manage Meta (Facebook & Instagram) advertising campaigns.
- Create digital marketing strategies focused on lead generation and customer acquisition.
- Monitor campaign performance and optimize advertising budgets for better ROI.
- Build high-converting landing pages for marketing campaigns.
- Provide digital marketing consultation and website solutions for businesses.

Digital Marketing Manager | Creative Click Agency

June 2023 - January 2025

- Plan, launch, and manage Meta (Facebook & Instagram) advertising campaigns.
- Monitor campaign performance and optimize advertising budgets for better ROI.
- Build high-converting landing pages for marketing campaigns.

WordPress Developer | WebBoost Solutions

May 2022 - May 2023

- Design and develop WordPress websites using Elementor.
- Conduct keyword research and implement on-page SEO strategies.

EDUCATION

- Bachelor of Arts (BA)

CERTIFICATIONS

- T3 Communications Limited Digital marketing 2020
- webcoder-it Institute Advanced Digital Marketing And Shopify 2023
- srdreamit | Digital Marketing Basic to Advanced 2025
- codersfoundation | WordPress Pro: From Beginner to Expert 2025

ADDITIONAL INFORMATION

- **Languages:** Bangla (Native), English (Professional Working Proficiency)