

Sajib Ghosh

DIGITAL MARKETER



CONTACT

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ACADEMIC HISTORY

Dhaka University | 2020-2024

Master of Business Management

- CGPA: 3.70

AWARDS AND CERTIFICATION

SR DREAM IT 2022

Academy of Digital Marketing

Project Management | 2024

The Project Management Institute

- Improved project success rates and efficiency

PROFESSIONAL SUMMARY

Digital Marketing & AI Specialist with a proven track record in running high-converting ad campaigns, B2B lead generation, and social media growth. Expert in Facebook, Instagram, TikTok, YouTube, Google Ads, conversion tracking, and AI-powered content creation. Passionate about turning data-driven strategies into measurable business growth.

WORK EXPERIENCE

Digital Marketing & AI Specialist | GrowthWave Solutions

Jan 2023 – Present

- Managed Facebook, Instagram, TikTok, YouTube, and Google Ads campaigns, achieving up to 42% increase in sales for multiple clients.
- Implemented Pixel & Conversion API setups for accurate tracking, boosting conversion measurement accuracy by 50%.
- Designed B2B lead generation strategies, generating 1,200+ qualified leads in 3 months.
- Conducted influencer research and collaborations, increasing social engagement by 60% across platforms.

Social Media Manager | Trendset Media

Jun 2021 – Dec 2023

- Managed daily social media operations, content creation, and scheduling across Instagram, Facebook, and TikTok.
- Developed and executed paid campaigns leading to 30% increase in engagement and follower growth.
- Coordinated influencer partnerships and trend-driven campaigns, boosting brand visibility and conversions.

SKILLS

- Ads & Analytics: Facebook Ads, Instagram Ads, TikTok Ads, YouTube Ads, Google Ads, GA4
- Tools: Conversion API, Pixel Setup, AI Video Tools, Email Marketing Platforms
- SEO & Research: YouTube SEO, Keyword Research, Trend Analysis