



MD. SANAUL HAQUE

Digital Ad Operations Executive

PROFILE

I am a dynamic, creative, and ambitious person who appreciates taking on new challenges in every situation. I am a kind person who takes pleasure in motivating those around me. Working in a group is something I like and excel at. Because I believe that if we all work together, anything is possible. I worked as a Digital Ad Operation Executive at ServisEngine Ltd. (Digital Marketing Agency). I should also mention that I've worked on a 24/7 roster-based job before, so I'm used to working around any office schedule. I am always open to exploring new challenges.

CONTACT

House: Saheda Garden 210/1 Kafrul, Dhaka
Phone: 01958090142

Email: shanaulratul@gmail.com

LinekdIn: <https://www.linkedin.com/in/md-sanaul-maruf-b9103317a/>

Twitter: MdSanau69492435

Skype: live:maruf.sebpo

WORKING TOOLS & EXPERTISE

Microsoft PowerPoint, Excel & Word
Google Ad Manager (GAM)
Amazon Workspaces (AWS)
Media Ferry & Rich Media
PR Video/VTO/STO/Connatix
McClatchy Portal, AdPoint

PROJECT & THESIS

Complete final Capstone Project and Thesis
"Intelligent Street Lighting System Employing Piezo Electricity Generator".

MAJOR & MINOR

Renewable Energy Technology
Power System Protection

DESIGNING TOOLS

AutoCAD 2D & 3D
Multisim & PSIM
PSpice Software

REFERENCES

Rukhshana Parvin Ripa
Assistant Engineer (Planning)
Bricks & Bridges Ltd.
Cell: +8801810122126
Email: rukshanaaripa1535@gmail.com

EDUCATION

American International University-Bangladesh
B.Sc. in Electrical & Electronic Engineering (EEE)
CGPA: 3.08 out of 4
Passing Year: 2019

SOS Hermann Gmeiner College, Bogura
Group: Science
GPA: 4.40 out of 5
Passing Year: 2014

WORK EXPERIENCE

ServisEngine Ltd - Digital Ad Operation Executive
April 2019 to May 2022

- Operate Ads on the US News Tribune website through various platforms like Google Ad-Manager, Ad-point, Media-ferry. Amazon Workspace (AWS), etc.
- Campaign performance is tracked, analyzed, and reported on by platform and property, with dashboards being updated and insights and suggestions for campaign improvement being given.
- SEO, SEM, Social Media Advertising, Email Marketing, making pie charts according to budget, and need to analyze them accordingly.
- Campaign Optimization and making reports according to the optimization.
- Create and deliver training and onboarding programs on the best practices for managing digital ad campaigns for new teammembers.
- Task perform and Quality Assurance.
- Data check for each week and need to report that to the reporting team weekly and monthly basis.
- To ensure that campaigns are produced under budget and are properly distributed across platforms, manage campaign budgets and overall spending.
- Team Management and need to provide training to the trainee executive.
- USA Client Conversation, communication & Management and arrange meeting through digital platform like webcam, Zoom, Google-meet, Team etc.
- Weekly & Monthly Billing, measure the ROI.
- Ensure the timely and accurate delivery of digital advertising campaigns by supervising the day-to-day activities of the digital advertisements team.
- outstanding analytical capabilities and familiarity with web analytics tools (Semrush, Google Analytics)
- To improve campaigns, use A/B testing on Facebook, Google, and in-app.

CERTIFICATIONS

Digital Marketing (SR Dream IT)

- Social Media Marketing (Facebook Ads, Google Ads)
- Email Marketing
- YouTube Ads
- Canva & Photoshop
- Content Writing

SOFT SKILLS

- Critical Thinking
- Team Management

18th September, 2023

Hiring Manager

Magnito Digital Limited,

7th Floor House, 7 Rd 137, Dhaka 1212

Subject: Application for the post of Ad Operations & Analytics Manager

My name is Md. Sanaul Haque. I'm grateful for the opportunity to apply for the open Ad Operations & Analytics Manager role at your organization. It's clear from the job description that you wish to hire a versatile candidate who can manage Digital Ad Operation & Marketing job. Based on my experience, I'm certain that I would perform exceptionally in this role.

I'm a professional Digital Ad Operation Executive who has been consistently rated as punctual and dedicated by my colleagues. During my career, I've developed my skills over Google Ads, Facebook Ads, YouTube Ads, Google Ad Manager, Microsoft Word, Excel and I hope to leverage these skills in Ad Operations & Analytics Manager role at your place.

I'm confident that my resourcefulness and skills make me an ideal candidate for this role. I anticipate explaining how my varied skill-sets and abilities will benefit your organization. Please contact me at 01689473010 or via email at shanaulratul@gmail.com to schedule an appropriate meeting time.

Thank you for considering my application, and I look forward to hearing from you soon.

Sincerely,

Engr. Md. Sanaul Haque

Phone: +8801958090142

Email: shanaulratul@gmail.com