

Md. Mustafizur Rahman

Digital Marketing & Creative Specialist

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4-6X

ROAS on e-commerce
media buying

0→3Cr

BDT annual revenue,
scaled from zero

20,000+

Qualified leads generated
across my career

250+

Students trained in digital
marketing

PROFILE

Digital Marketing and Graphic Design Specialist with expertise in media buying, SEO, branding and motion graphics, delivering proven results in e-commerce sales, lead generation and brand growth. At Ora.com.bd I scaled revenue from zero to BDT 3 crore a year through paid media while holding a 4.0-6.0X ROAS, and across my career I have generated 20,000+ qualified leads. Experienced trainer and creative professional with strong technical and leadership skills.

EXPERIENCE

Digital Marketing Specialist (Media Buying)

2026 – PRESENT

Ora.com.bd · E-commerce

- Scaled the brand from zero to BDT 3 crore in annual revenue through paid media buying across Meta and Google.
- Plan, launch and scale paid ad campaigns that generate direct e-commerce sales, holding a 4.0-6.0X ROAS.
- Won the Best Employee Award in 2026.

Digital Marketing & Creative Specialist

AUG 2025 – DEC 2025

Elitbuzz Technologies Ltd.

- Developed and executed data-driven strategies across SEO, SEM, social media, email and content marketing for consistent audience growth and ROI.
- Managed all social media platforms and ran campaigns through Google Ads and Meta Business Suite.
- Led lead generation, collecting and nurturing qualified prospects across channels to build the sales pipeline.
- Designed brochures, banners, posters and social graphics in Photoshop, Illustrator and After Effects; maintained the company website through Odoo customization.

Assistant Officer, Marketing & Web

JUN 2023 – JUL 2025

Daffodil Technical Institute (DTI)

- Generated 6,500+ qualified leads through Facebook Ads campaigns in 2024 at a 7.7% conversion rate.
- Developed branding strategies and designed brochures, posters, banners and social media content.
- Produced motion graphics and animations to promote events, courses and initiatives.
- Wrote copy for ads, press releases and campaigns, and kept the website content up to date.

Digital Marketing Trainer (Part Time)

JAN 2025 – JUL 2025

Daffodil International Professional Training Institute (DIPTI)

- Trained students in SEO, SEM, social media, content and email marketing, with live demos of Google Ads, Meta Business Suite, Google Analytics and Canva.
- Designed course materials and real-world projects, and mentored students in building job-ready portfolios.

KEY ACHIEVEMENTS

- 0→3Cr

Revenue growth: scaled Ora.com.bd from zero to BDT 3 crore in annual revenue through paid media, at a 4.0–6.0X ROAS.
- 20,000+

Lead generation: qualified leads generated across my career, including 6,500+ for DTI in 2024 at a 7.7% conversion rate.
- 2x

Best Employee Award, at Daffodil Technical Institute in 2024 and at Ora.com.bd in 2026.
- 70%

Training impact: of 250+ students trained, 70% went on to freelance or secure jobs in the field.

SKILLS

Digital Marketing

- Media Buying
- Meta Ads
- Google Ads
- E-commerce Marketing
- SEO
- SEM
- Social Media Marketing
- Email Marketing
- Lead Generation
- Google Analytics
- Campaign Management

Website

- HTML
- CSS
- Bootstrap
- WordPress
- Odoo

Graphic & Motion Design

- Adobe Photoshop
- Adobe Illustrator
- After Effects
- Canva

Video Editing

- Premiere Pro
- After Effects
- CapCut

Other

- MS Office
- Cyber Security Basics
- Generative AI Tools

EDUCATION

B.Sc. in Computer Science & Engineering

Uttara University · Final year (currently enrolled)

Diploma in Computer Science & Technology

Daffodil Technical Institute · BTEB · Result 3.92 / 4.00

CERTIFICATIONS

Digital Marketing, NSDA Level-4

Pencil Box, Dhaka

Graphic Design, NSDA Level-3

DIPTI, Dhaka

Lean Six-Sigma Practitioner

PMI, USA

Generative AI Enthusiast

LinkedIn Learning

Diploma in SMM & M

MFT Institute of Management, Portugal

WordPress & E-Commerce Mastery

Udemy

Typography & SM Using AI CC

CADCIM Technology, USA

Cyber Security & Ethical Hacking

DIPTI, Dhaka

ACTIVITIES

Leadership, debating, teamwork, volunteering and participation in national competitions.