

SM FAHAD BIN MAHBUB

Digital Marketing Strategist & AI-Integrated Marketing Expert

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CARRER HIGHLIGHTS

3+

YEARS EXPERIANCE

50+

OFFICIAL CLIENT MANAGE

100+

PROFESSIONAL TRAINED

PROFESSIONAL SUMMARY

Forward-thinking Digital Marketer and Instructor with 3 years of experience blending data-driven marketing with AI innovation. Specialized in the new era of search (SEO, AEO, GEO), vibe coding workflows, and AI-driven content writing utilizing strategic content pillars and content frameworks. Proven track record of managing extensive online inventories for a major company in Australia and leading impactful Industrial Training programs for final-semester diploma students in Bangladesh.

CORE COMPETENCIES

Digital Strategy & Marketing

- SEO/SEM & Paid Media (Google, Meta Ads)
- Cross-Funnel & E-commerce Strategy
- Lead Generation & Conversion Optimization
- Brand Identity & Creative Direction
- Email & Affiliate Marketing

AI & Emerging Technology

- Generative AI
- Prompt Engineering & AI-Driven Content
- AI-Powered Automation & Workflow Design
- Data Analysis & Campaign Intelligence
- AI Integration for Business Transformation

Leadership & Training

- Assistant Mentor at Ogrogami Academy .
- Mentor at CSLiT Institute and Assist Diploma Holders in thir Industrial Trainning Program

KEY PROFESSIONAL EXPERIENCE — DIGITAL MARKETING & AI

Infusions Tech | Digital Marketing Executive | *June 2026 – Running*

- Social Media Management: Managed social media presence for Infusions Tech and key clients like "Qarar The Sufi Brand" utilizing structured content pillars.
- Content Production & Design: Accelerated digital content delivery by integrating AI-driven video tools, strategic copywriting, and designing highly creative social media posts using Canva.
- Client Relations: Handled end-to-end client communications, seamlessly translating business goals into actionable marketing campaigns.

Ozybiz Pty LTD (Australia) | Executive (Remote) | *Feb 2026- May2026*

- Operations & Finance: Managed inventory, conducted sales audits, and processed invoicing to ensure operational efficiency.
- Digital Marketing: Ran corporate social media accounts and executed content strategies to drive brand engagement.
- Client Relations: Handled end-to-end client communications, seamlessly translating business goals into actionable marketing campaigns.

CSLiT Institute | Digital Marketing Executive & Mentor | *March 2025 - Jan 2026*

- Managed and executed social media and SEO campaigns, optimizing content, ads, and targeting with data and AI to drive leads and brand growth.
- Tracked performance, refined strategies, and created consistent, on-brand content, creative design, and visuals.
- Provided hands-on instruction and support to over 100 diploma students completing their industrial training.

Ogrogami Group | Performance Marketing Executive | *Nov 2022 - Feb 2025*

- Lead Generation: Ran Meta ad campaigns using native Instant Forms and simplified campaign objectives to capture student leads securely
- Budget Optimization: Leveraged Meta's Advantage+ campaign features and Campaign Budget Optimization (CBO) to automatically route ad spend to the best-performing audiences.
- Creative Testing: Designed and tested high-converting ad copy
- Returned to the position of part-time Assistant Mentor at Ogrogamy Academy (March 2026)

EARLY CAREER & OTHER RELEVANT EXPERIENCES

- Owner Of A Food Chain- Elixir Factory- 2024
- B2B & B2C Lead Generation Expert - Abridge IT Firm - 2021
- Call Center Executive - MS Mitali International LLC -2018-2019

Education

Bachelor's of Law LL.B

Bangladesh University of Business Technology

Session: 2018- 2022 **CGPA- 3.25**

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Basic Digital Marketing & Paid ADs Campaign - Ogrogami Academy - 2022
- Professional Digital Marketing - Creative IT Institute - 2024
- Advance Digital Marketing with Artificial Intelligence - Ogrogamy Academy - 2026

REFERENCES

MD Ahasan — CEO, Ogrogami Group & NSDA Level 4 Certified Trainer & Assessor | +880 1642-778577 |
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