



LITON KOBIR

Professional Summary

With over 12 years of experience, I am a results-driven Digital Marketing and Advertising Strategist, adept at developing innovative strategies across diverse platforms. My expertise spans Google and Facebook Advertising, SEO, SEM, Social Media Marketing, Microsoft Advertising, LinkedIn Advertising, YouTube Marketing, Programmatic Advertising, and all facets of Paid Advertising.

I am committed to driving digital transformation, integrating AI-powered marketing and creating inventive strategies for business growth. I have a proven track record of managing over 120 advertising platforms, collaborating with 1000+ top advertisers, and optimizing low-cost advertising to deliver ROI-driven results.

My strength lies in developing integrated, data-driven marketing strategies aligned with business goals, emphasizing performance optimization and measurable impact.

Achievements

- Accelerated 30%+ YoY revenue growth over a decade, resulting in over \$50 million in incremental sales.
- Expanded market share by 30% across eight brands through strategic expansion, amplifying reach and enhancing share-of-voice.
- Consistently delivered 35%+ marketing ROI, showcasing expertise in driving campaign performance.
- Boosted audience engagement by 38% through the strategic implementation of AI and automation optimization strategies.

Experience

Head of Digital Marketing | eduaid (eduaid.net) | Aug 2020 – Present

- Implemented an integrated digital marketing strategy, resulting in a transformative 40% YOY growth in website traffic and top rankings for immigration keywords.
- Executed online campaigns, SEM, SMM, SEO, and content initiatives; implemented a cost-effective strategy.
- Boosted lead generation by 35% through optimized paid search and social media campaigns.
- Managed and optimized paid campaigns across global branches, ensuring branding consistency and maximizing ROI.
- Coordinated sales team efforts, implementing centralized analytics that led to a 30% improvement in campaign ROI.

Digital Strategist (Programmatic) | Dentsu | Sep 2019 - Aug 2020

- Planned and implemented programmatic, search, display, video & social media strategies, contributing to a 25% revenue growth.
- Managed \$20M+ ad spend across DSP and Google/Facebook platforms, and supervised campaign implementations.
- Strategized media buying, optimized campaigns, and managed platforms including DV 360, GAM 360, MCM, AdX, DSP, Google, and FB Ad Manager.

Digital Marketing Specialist | East West Media Group | Oct 2018 - Sep 2019

- Successfully managed Ad Operations, Sales, and Growth for largest publisher sites in Bangladesh.
- Optimized \$30M+ in annual ad revenues, recommending adjustments and strategies for ad inventory.
- Achieved a 25% increase in international sales through strategic partnership acquisitions with Google, Advertising & AdTech companies.

Contact

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Dhaka, Bangladesh

Expertise

- Digital Marketing & Advertising
- Social Media Marketing
- Search Engine Optimization
- Search Engine Marketing
- Google, Meta & LinkedIn Ads
- Search & Display Advertising
- YouTube & Video Marketing
- Demand & Lead Generation
- Growth Hacking & Marketing
- DSP, SSP & Google DV 360
- Programmatic Advertising
- Web Design & Development
- Shopify Store Development
- Mobile & In-App Advertising
- Digital Project Management

Certified Expert in:

- Certified in Bing Ads Since 2015
- Google Ads Certified Since 2015
- Certified in Facebook Since 2016
- Google Ads Partner Since 2015

Certifications & Badges

- <https://bit.ly/CredlyVerified>

Skillshop Badges

- <https://bit.ly/SkillShopBadge>

Google Cloud Skills

- <https://bit.ly/GoogleCloudSkill>

Google Certification

- <https://bit.ly/Gcertifications>

LinkedIn Certification

- <https://bit.ly/LCertification>
- <https://bit.ly/LCertification2>

Professional Certifications

- <https://bit.ly/AllCertification>

Digital Media Specialist | Banglanews24.com | Nov 2016 - Oct 2018

- Led Ad Operations, Social Media Marketing, Sales, SEO, SEM, and all campaign management, resulting in a 25% increase in daily revenue.
- Oversaw sales and inventory management, drove revenue growth, and optimized AdOps campaigns.
- Designed Rich Media & HTML5 creatives, contributing to a 30% boost in overall website engagement.
- Established effective Ad placements over the site through performance analysis, contributing to revenue growth.

Digital Marketing Consultant | iHealthScreen Inc | Jun 2016 - Nov 2016

- Managed digital and social media marketing campaigns, consistently achieving a 2% conversion rate.
- Collaborated closely with the CEO for overall company branding, resulting in a 25% increase in brand awareness.
- Implemented data-driven digital marketing strategies that increased brand awareness and engagement.

Media Specialist (Mobile Advertising) | Vu Mobile Ltd | Jan 2016 - Jun 2016

- Developed media planning and buying strategies for B2B and B2C, achieving significant ROI.
- Led the creation of landing pages and graphics, optimizing performance and achieving a 15% improvement in campaign performance.

Team Lead, Digital Ad Operations | SEBPO | Jan 2015 - Dec 2015

- Set up programmatic campaigns, leading to a 20% increase in campaign efficiency and viewability.
- Coordinated implementation and troubleshooting, resulting in a 25% reduction in tracking issues.
- Implemented effective tag management using Dynamic Tag Management, Adobe Marketing Cloud, and GTM.
- Executed Display, Mobile, Video, Search & Rich media campaigns, optimized campaigns for viewable goals.

Senior Executive, Digital Ad Operations | SEBPO | Mar 2013 - Dec 2014

- Led a team as Shift-in-Charge, overseeing daily operations and training new members.
- Managed end-to-end campaign processes, ensuring timely delivery of creatives.
- Tracked impressions and inventory management, setup and ad creation processes for campaigns on various platforms.

Executive, Digital Ad Operations | SEBPO | Sep 2011 - Feb 2013

- Created campaigns and various creatives, implemented and troubleshooted tags and creative issues.
- Targeted ads for different users, worked as a QA Lead, and provided support to team members.

Education

- Masters of Social Science | University of Dhaka | CGPA: 3.28 out of 4
- Bachelor of Social Science | Shahjalal University of Science and Technology | CGPA: 3.02 out of 4
- Higher Secondary Certificate | Govt. Azizul Haque College, Bogura | CGPA: 3.10 out of 5