

Hadi Mazumder

DIGITAL MARKETING MANAGER
GROWTH STRATEGY & CREATIVE

ABOUT ME

Results-driven Digital Marketing Manager and Creative Strategist with 8+ years of experience in digital marketing, branding, and graphic design. Skilled in creating data-driven marketing strategies, high-converting creative content, and impactful campaigns that drive business growth. Passionate about combining creativity, AI, and marketing to help brands increase visibility, engagement, and sales.

WORK EXPERIENCE

FREELANCE DIGITAL MARKETING MANAGER & CREATIVE STRATEGIST 2018 - PRESENT

- Developed digital marketing strategies for startups, eCommerce brands, and local businesses.
- Managed Meta Ads, Google Ads, SEO, and social media marketing campaigns.
- Designed high-converting ad creatives, branding materials, and marketing assets.
- Produced engaging content that increased brand awareness and customer engagement.
- Collaborated with international clients, delivering projects on time with high client satisfaction.

Certificate

01 Google Digital
Unlocked

02 Digital Marketing
Institute

03 Claude 101
By ANTHROPIC

Website

hadimazumder.xyz

Work With:

Plunge Club : (Content Designer)

- Created engaging social media graphics and marketing materials while maintaining brand consistency.
- Collaborated with the marketing team to deliver creative campaigns, contributing to a 35% increase in social media engagement.

BAXSY : (Social Media Content)

- Created and managed engaging social media content aligned with brand goals across multiple platforms.
- Contributed to a 30% increase in audience engagement by developing creative campaigns and consistent content strategies.

Dog Friendly Co. : (Social Media & Google Marketing)

- Managed social media campaigns and Google Ads to increase brand awareness, website traffic, and customer engagement.
- Improved campaign performance by achieving a 28% increase in conversions through audience targeting and ad optimization.

ADDRESS

No. 2, Lorong Merbau, off,
Jln Kenanga, Kuala Lumpur,
Malaysia

PHONE

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EMAIL

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SKILLS

Communication,
Photography, Responsibility,
Creativity, Problemsolving,
Leadership, Adaptive

- **Certified Whiteboy US : (Social Media, Google Marketing & Ads Creative)**
 - Developed social media content, Google Ads campaigns, and high-converting ad creatives to support brand growth.
 - Increased campaign ROI by 32% through creative optimization, audience targeting, and performance-driven marketing.
- **Moldavite NZ : (Ads Creative & Social Media Campaign)**
 - Designed high-performing ad creatives and managed social media campaigns to increase brand visibility and customer engagement.
 - Boosted campaign engagement by 36% through compelling creatives and data-driven campaign optimization.
- **And More**

Key Achievements:

- - 8+ years of professional marketing and creative experience
 - Worked with 20+ international brands
 - Increased campaign engagement by up to 36%
 - Managed Meta & Google advertising campaigns
 - Created 500+ marketing creatives
 - Delivered projects for clients across multiple industries

AI Tools:

- ChatGPT • Claude • Gemini • Google Flow • Kling • DeepSeek • Perplexity

Education:

- **Bachelor in Film & Media**
Stamford College, Bangladesh | 2016