

MURSHIDUL HASAN, MBA

Digital Strategy & Performance Director Windsor, Ontario (Incoming April 2026) | +880 1717 897087 | hello@murshidul.com | [linkedin.com/in/murshidulhasan](https://www.linkedin.com/in/murshidulhasan) | Portfolio: murshidul.com **Status:** Open Work Permit Holder (Authorized to work in Canada for any employer)

PROFESSIONAL SUMMARY

Data-Driven Digital Director with 14+ years of leadership in digital transformation, programmatic media, and e-commerce for global giants including **WPP and Alibaba Group**. Expert in managing media budgets exceeding **\$7M+ CAD annually** and driving full-funnel performance strategies. Rare blend of strategic leadership and technical proficiency in **Data Analytics (SQL, Python)** and AI-driven ad optimization. Deeply proficient in **Google Analytics 4 (GA4)** and Canadian privacy frameworks (PIPEDA/CASL/First-Party Data).

CORE COMPETENCIES & TECH STACK

- **Digital Strategy:** Programmatic (DV360), Social Commerce, PPC (Google/Meta), Omnichannel GTM, Unit Economics.
- **Data Science:** Google Analytics 4 (GA4), SQL, Python (Pandas/Matplotlib), Tableau, Looker Studio.
- **Canadian Compliance:** PIPEDA, CASL, Data Privacy & Governance, First-Party Data Strategy.
- **Leadership:** P&L Management, Agile/Scrum Methodologies, Cross-Functional Team Leadership (12+ reports).

PROFESSIONAL EXPERIENCE

GROUPM (WPP) | Dhaka, Bangladesh *World's leading media investment company managing \$60B USD in annual media spend.*

Assistant Director, Digital Marketing

Aug 2024 – Present

Strategic lead for digital transformation across Telecom and FMCG portfolios, managing high-volume media investment and data infrastructure.

- **Budget Management:** Oversee monthly digital media budgets exceeding **~\$600K CAD**, optimizing spend across Meta, Google, TikTok, and DV360 to maximize ROAS and minimize CPA.
- **Python Automation:** Built automated reporting dashboards using **Python and Ads APIs**, reducing manual reporting workload by **25%** and accelerating executive decision-making cycles.
- **Campaign Innovation:** Directed the "Banglalink RYZE" TikTok TopView campaign, recognized globally for driving record-breaking app installations through creative algorithmic alignment.
- **Privacy-First Architecture:** Implemented **GA4 and Server-Side Tracking (CAPI)** frameworks, ensuring data signal resilience and attribution accuracy aligned with modern privacy standards.

FIRSTTRIP | Dhaka, Bangladesh *Tech-driven travel startup (OTA).*

Head of Marketing (Go-To-Market Lead)

Apr 2024 – Aug 2024

Led the comprehensive GTM strategy and launch phase for a new travel tech platform.

- **Strategic Partnerships:** Secured high-value alliances with major financial institutions (e.g., Standard Chartered) to integrate payment solutions, instantly expanding the addressable customer base.
- **Product Growth:** Collaborated with engineering on **App Store Optimization (ASO)** and UI/UX conversion funnels, establishing a data-driven acquisition model prior to commercial launch.

ALIBABA GROUP (DARAZ) | Dhaka, Bangladesh *South Asia's leading e-commerce platform and Alibaba subsidiary.*

Head of Live Commerce & Marketing

Aug 2022 – Feb 2024

Spearheaded the "Shoppertainment" strategy, integrating content and commerce to drive massive scale.

- **Hyper-Growth Metrics:** Transformed the platform into the country's #1 live-commerce engine, driving a **4,791% increase in order volume** and a **3,976% surge in GMV**.
- **Ecosystem Development:** Onboarded and managed **750+ Influencers (KOLs)** and **125+ Live Streamers**, creating a sustainable content-to-commerce pipeline for mega-campaigns (11.11, 12.12).
- **Monetization:** Developed the *Daraz Content Solutions (DCS)* framework, generating new revenue streams through brand sponsorships and shoppable livestreams.
- **Global Alignment:** Aligned regional platform innovation and performance metrics with Alibaba's global standards and cross-border logistics.

SHARETRIP | Dhaka, Bangladesh *Leading online travel aggregator (OTA).*

Head of Digital Marketing

Sep 2021 – Jul 2022

- **Revenue Impact:** Achieved **3x GMV growth** within one year by integrating performance marketing with technical SEO and influencer campaigns.
- **User Acquisition:** Increased mobile app and web traffic by **150%** and grew the social community to **700K+ followers** through aggressive, data-backed acquisition strategies.
- **MarTech Stack:** Deployed advanced tracking infrastructure (**Firestore, GTM**), enabling precise user segmentation and retargeting cohorts.

CITY BANK | Dhaka, Bangladesh *One of the largest private commercial banks in South Asia.*

Brand Manager & Digital Marketing Lead

Apr 2015 – Aug 2021

- **Product Launch:** Spearheaded the digital launch of *City Ato* (Women's Banking) in partnership with the **World Bank/IFC**, overseeing brand positioning and digital rollout.
- **Digital Transformation:** Led digital marketing for **American Express**, optimizing media buying to reduce CPA while maximizing cardholder acquisition.
- **Brand Authority:** Achieved 1M+ Facebook followers, establishing the bank as the first in the region with a verified social presence.

EDUCATION & CREDENTIALS

Master of Business Administration (MBA), Marketing Institute of Business Administration (IBA), University of Dhaka | *WES Verified*

Bachelor of Business Administration (BBA), Finance North South University | *WES Verified*

Certifications & Professional Development:

- **Google:** AI-Powered Performance Ads Certification (2024), Ads Measurement Certification
- **Data Science:** The Data Science Course: Complete Bootcamp (Udemy – Python & SQL Focus)
- **Meta:** Social Media Marketing Specialization (Coursera)
- **Language:** IELTS Overall Band 8.0 (C1 Level)