

Murshidul Hasan, MBA

Paid Media Manager | Ontario, Canada

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Status: Authorized to work in Canada (Open Work Permit)

Professional Summary

Hands-on Paid Media Manager with experience across agency and in-house environments. Strong background in Google Ads and Paid Social, budget pacing, QA audits, and conversion tracking. Known for reliable execution, clean account structure, and data-driven optimization in high-volume accounts.

Core Skills

Channels: Google Ads (Search, Display, YouTube), Meta Ads, TikTok Ads, Programmatic

Analytics & Tracking: GA4, GTM, Conversion Tracking, Meta CAPI, Call Tracking

Operations & Collaboration: Budget Pacing, QA Audits, Team Coordination, Remote Collaboration

Professional Experience

GroupM (WPP) | Paid Media Manager – Performance Marketing

Aug 2024 – Present

- Manage and optimize high-volume Google Ads and paid social accounts, maintaining strict control over daily budget pacing and bid adjustments.
- Coordinate with junior paid media staff and conduct QA audits to ensure tracking accuracy and campaign quality.
- Implement and troubleshoot tracking infrastructure including GA4, GTM, and call-tracking integrations.
- Collaborate with internal stakeholders to refine account strategies and improve campaign efficiency and results.
- Produce granular performance reports with actionable insights and optimization recommendations.
- Worked with cross-market stakeholders following global WPP account standards and SOPs.

Daraz (Alibaba Group) | Live Commerce & Performance Marketing

Aug 2022 – Feb 2024

- Led execution of performance-driven campaigns for large-scale commerce initiatives, supporting sustained growth across high-traffic promotional periods.
- Supported measurement and technical optimization across paid traffic sources to drive tangible commerce outcomes.
- Collaborated with regional and remote stakeholders to ensure seamless campaign execution.

ShareTrip | Senior Digital Marketing Manager

Sep 2021 – Jul 2022

- Managed hands-on performance marketing across paid search, paid social, and SEO; achieved 3x GMV growth.
- Personally implemented Firebase, GTM, and advanced analytics setups to improve conversion tracking and remarketing funnels.

City Bank | Brand Manager & Digital Marketing Lead

Apr 2015 – Aug 2021

- Managed paid digital acquisition campaigns for credit cards and retail banking products.
- Optimized media buying strategies to improve CPA and lead quality for American Express products.

Education

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

BBA, Finance | North South University (*WES Verified*)

Certifications

Google Ads Certification | Google Analytics (GAIQ) | Meta Social Media Marketing Certification