

Murshidul Hasan, MBA

Performance & Demand Generation · Paid Media · Growth Marketing · Analytics & CRO

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Authorized to work in Canada

PROFESSIONAL SUMMARY

Performance marketing and demand-generation leader with 14+ years driving profitable customer acquisition across e-commerce, fintech, travel, banking, telecom, FMCG, and B2B. Builds and optimizes full-funnel growth systems spanning paid search and social, programmatic, lifecycle/CRM, landing pages, and conversion tracking — with a measurement-first approach (server-side GA4/GTM, Meta CAPI, privacy-compliant consent) optimized to CAC, CPA, ROAS, and pipeline over vanity metrics. Has managed \$6M+ CAD in annual media, scaled online revenue 3x, and grown live-commerce orders 139% at Daraz (Alibaba Group); brings enterprise media leadership from MBA Bangladesh (Media Consultants Ltd.) and currently drives paid media, tracking, and conversion for Canadian and U.S. clients at Douglas Marketing Group.

CORE SKILLS

Performance Marketing · Demand Generation · Paid Search & Shopping · Paid Social · YouTube & Video · Programmatic · B2B Lead Generation · Conversion Tracking & Attribution · Server-Side GA4 / GTM & Meta CAPI · Privacy & Consent Compliance (CASL / GDPR) · Lifecycle & CRM · Live & Creator Commerce · Marketing Analytics & Reporting · Funnel & Landing-Page Optimization (CRO) · Team Leadership & Client Management

KEY ACHIEVEMENTS

- **Managed \$6M+ CAD in annual paid media** across Google, Meta, YouTube, and programmatic at MBA Bangladesh (Media Consultants Ltd.), delivering ~25% YoY revenue growth.
- **Grew livestream-driven e-commerce orders 139%** (and affiliate transactions 109%) at Daraz (Alibaba Group), building live and creator commerce into a measurable acquisition channel.
- **Drove 3x online revenue growth** at ShareTrip while cutting CAC ~25% through paid acquisition, funnel optimization, and lifecycle campaigns.
- **Supported 50,000+ new cardmember acquisitions** and a 35% increase in qualified loan leads at City Bank through full-funnel digital campaigns.
- **Expanded enterprise share of wallet 30%+** through performance audits, campaign restructuring, and executive-level reporting across top clients.

PROFESSIONAL EXPERIENCE

Digital Advertising Manager — Douglas Marketing Group

Windsor, Ontario, Canada · Apr 2026 – Present

- Run paid search, paid social, and YouTube campaigns for Canadian and U.S. clients, including B2B lead generation for Three Sixty Safety, CK Mechanical, and Ontario Greenhouse Vegetable Growers (OGVG).
- Optimize campaign structure, bidding, creative testing, and landing-page performance to reduce CPA and lift qualified-lead volume.
- Implement server-side GA4 / GTM tracking with Meta CAPI, UTM governance, and CASL/GDPR-compliant consent to sharpen attribution and lead quality.
- Deliver weekly Looker Studio reporting and ongoing conversion-path optimization across paid, web, and funnel touchpoints.

Assistant Director & Head of Digital Media — MBA Bangladesh (Media Consultants Ltd.)

Dhaka, Bangladesh · Aug 2024 – Apr 2026

- Led full-funnel performance media for major telecom, FMCG, finance, and e-commerce brands (Banglalink, Marico, ACI, IDLC Finance, BSRM, Mobil), managing \$6M+ CAD in annual media spend.
- Delivered ~25% YoY revenue growth and expanded share of wallet 30%+ through performance audits, campaign restructuring, and executive reporting.
- Led an 8-person digital team and lifted client conversion rates by up to 15%, overseeing analytics, dashboards, and creative/content collaboration with design teams.

Head of Marketing — FirstTrip

Dhaka, Bangladesh · Apr 2024 – Aug 2024

- Headed marketing for the online travel agency (OTA) — owning paid acquisition, growth, analytics, and conversion across Google, Meta, and the full booking funnel.
- Built the foundational GA4 / GTM measurement framework and fixed funnel drop-offs across landing pages to lift bookings and acquisition efficiency.

Head of Live Commerce — Daraz (Alibaba Group)

Dhaka, Bangladesh · Aug 2022 – Feb 2024

- Led performance-driven live, creator, and affiliate commerce during major retail moments, contributing to 139% growth in livestream-driven orders.
- Integrated live commerce into platform-wide e-commerce acquisition and conversion funnels, and managed merchandising, content, and creative for high-traffic campaigns.

Head of Digital Communication — ShareTrip

Dhaka, Bangladesh · Sep 2021 – Jul 2022

- Drove 3x online revenue growth via paid search, paid social, SEO, keyword research, remarketing, and funnel/landing-page optimization on the e-commerce travel platform.
- Directed website content, creative, and visual-asset production through an internal content and design team to lift organic traffic, search visibility, and conversion.

Associate Manager, Digital Media & Employer Branding — City Bank

Dhaka, Bangladesh · Apr 2015 – Aug 2021

- Drove full-funnel digital campaigns supporting 50,000+ new cardmember acquisitions and a 35% increase in qualified loan leads across the American Express and retail portfolio.
- Built and managed the bank's live websites — thecitybank.com, City Alo, City Islamic, Citygem, and Citygem Sapphire — handling content, on-page SEO, and front-end updates.
- Led American Express Platinum branding and partnered with IFC on the City Alo launch; produced digital content and visual assets through agency partners.

EARLIER EXPERIENCE

Brand Executive — Dhaka Tribune · Dhaka, Bangladesh · Jan 2013 – Feb 2015

Executive, Resource Management — Trust Alliance Technology Ltd. · Dhaka, Bangladesh · Oct 2011 – Jan 2013

EDUCATION

MBA — Institute of Business Administration (IBA), University of Dhaka · WES-verified

BBA — North South University · WES-verified

CERTIFICATIONS & TECHNICAL

Google Ads (Search & Display) & Google Analytics (GA4) — Skillshop, 2026 · Google Digital Marketing & E-commerce Professional Certificate — Coursera / Google · Meta Social Media Marketing Professional Certificate — Meta / Coursera · Digital Marketing Specialization — University of Illinois Urbana-Champaign

Data & Tools: Google Ads (Search, Display, YouTube) · Meta Ads & CAPI · LinkedIn Ads · Microsoft Advertising · TikTok & Pinterest Ads · Programmatic · GA4 & Google Tag Manager (server-side) · Looker Studio · Power BI · SQL · WordPress · Mailchimp · Airtable