

MURSHIDUL HASAN

Digital Marketing · Web & WordPress · Performance Media

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Authorized to work in Canada

SUMMARY

Digital marketing professional with 14+ years across paid media, performance marketing, and demand generation, paired with hands-on web development and WordPress management. Build and maintain client WordPress sites — page builds, content, and front-end updates in HTML, CSS, and JavaScript — while running paid campaigns, SEO, and analytics end to end. Comfortable owning both the marketing strategy and the technical execution behind it, from GA4 / GTM tracking to landing-page optimization. Track record includes 3x online revenue growth, 139% live-commerce order growth, and building and managing live brand websites.

WEB & TECHNICAL SKILLS

- Web development: WordPress (Elementor, page builds, plugin management, front-end updates), HTML, CSS, JavaScript, responsive layouts
- SEO & tagging: on-page SEO (Rank Math), server-side GA4 & Google Tag Manager, Meta CAPI, Consent Mode, CASL / GDPR compliance
- Analytics & data: GA4, Looker Studio, Power BI, SQL

DIGITAL MARKETING SKILLS

- Paid search, paid social, YouTube, and programmatic; performance marketing and demand generation
- E-commerce, retail media, and live commerce; lifecycle / CRM and email (Mailchimp)
- Landing-page and funnel optimization (CRO), campaign reporting, and measurement

SELECTED ACHIEVEMENTS

- Built and managed multiple live brand websites at City Bank, handling content, on-page SEO, and front-end updates.
- Grew livestream-driven e-commerce orders 139% at Daraz (Alibaba Group), building live commerce into a measurable acquisition channel.
- Drove 3x online revenue growth while cutting CAC ~25% at ShareTrip through paid acquisition and funnel optimization.
- Managed \$6M+ CAD in annual paid media across Google, Meta, YouTube, and programmatic, delivering ~25% YoY revenue growth.

EXPERIENCE

Digital Advertising Manager | Douglas Marketing Group — Windsor, ON

Apr 2026 – Present

- Build and maintain client WordPress websites, including page builds, content updates, and front-end changes using Elementor, HTML, CSS, and JavaScript
- Run paid search, paid social, and YouTube campaigns for Canadian and U.S. clients, including B2B lead generation across trades and agriculture accounts
- 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 landing-page and funnel optimization across paid, web, and lead-capture touchpoints

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

Aug 2024 – Apr 2026

- Led full-funnel performance media for 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 30%+ share-of-wallet expansion 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 collaboration

Head of Marketing | FirstTrip

Apr 2024 – Aug 2024

- Owned paid acquisition, conversion, and analytics for the online travel agency 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

Head of Live Commerce | Daraz (Alibaba Group)

Aug 2022 – Feb 2024

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

Head of Digital Communication | ShareTrip

Sep 2021 – Jul 2022

- Drove 3x online revenue growth while cutting CAC ~25% via paid search, paid social, SEO, remarketing, and funnel and landing-page optimization
- Directed website content, creative, and visual-asset production to lift organic traffic, search visibility, and conversion

Associate Manager, Digital Media & Employer Branding | City Bank

Apr 2015 – Aug 2021

- Built and managed the bank's live websites (thecitybank.com, City Alo, City Islamic, Citygem, Citygem Sapphire), handling content, on-page SEO, and front-end updates
- Drove full-funnel digital campaigns supporting 50,000+ new cardmember acquisitions and a 35% increase in qualified loan leads

Earlier: Brand Executive — Dhaka Tribune (Jan 2013 – Feb 2015) · Executive, Resource Management — Trust Alliance Technology Ltd. (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 4 (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

Tools: WordPress · HTML / CSS / JavaScript · GA4 & Google Tag Manager (server-side) · Meta Ads & CAPI · Google Ads · Looker Studio · Power BI · SQL · Mailchimp · Airtable