

MURSHIDUL HASAN, MBA

Performance Media · Paid Search, Social, Programmatic & Video · Measurement & Optimization
Windsor, Ontario · Relocating to the GTA · Open to remote roles in Canada
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Authorized to work in Canada — open work permit, no sponsorship required

SUMMARY

Performance marketer with 14+ years across paid search, paid social, programmatic, video, and commerce. Spent the last two years agency-side in Dhaka at Media Consultants Ltd., which operates as MBA Bangladesh and sits inside the WPP Media network as the EssenceMediacom affiliate, managing \$6M+ CAD a year in media across enterprise accounts. Now at Douglas Marketing Group in Windsor, running omnichannel performance, server-side measurement, and the testing calendar for Canadian and U.S. accounts. The work I want is hands-on and close to the numbers.

CORE SKILLS

Performance media: Paid search and shopping · Paid social · Programmatic · YouTube and video · Live and creator commerce · B2B lead generation · Omnichannel campaign management
Optimization: Bid and budget management · Budget forecasting and pacing · Audience segmentation · Landing-page and funnel work · CPA, CAC, and ROAS management · Lead-quality analysis
Measurement: KPI framework design · Server-side GA4 and GTM · Meta CAPI · Firebase · Attribution and conversion tracking · CASL and GDPR consent handling · Looker Studio and Power BI
Test and learn: A/B testing · Audience and creative testing · Test roadmap ownership · Incrementality and holdout reads · Landing-page experiments
Leadership: Team management · Planning, activation, and analytics coordination · Client reporting and QBRs · Competitive and category research

EXPERIENCE

Digital Ads Manager | Douglas Marketing Group

Windsor, Ontario, Canada · Apr 2026 – Present · Full-service agency, Canadian and U.S. accounts

- Manage performance across search, paid social, YouTube, and display for B2B services, industrial, and agriculture clients, reading the channels together rather than one platform at a time.
- Review live campaign data weekly and move bids, pacing, audience segments, and creative against it. Most of the gain comes from pulling spend off segments that convert badly, not from launching more campaigns.
- Hold each account to a stated KPI — cost per qualified lead, CPA, ROAS — and reallocate budget mid-flight when a channel stops paying back.
- Own the testing calendar across landing pages, offers, and creative, and carry the winners into the next flight.
- Built server-side GA4 and GTM tracking with Meta CAPI and a UTM naming standard so lead attribution holds up after cookie loss. Added CASL and GDPR consent handling.
- Forecast and pace monthly budgets across accounts and flag over- or under-delivery before month end.
- Present Looker Studio reporting to clients covering what moved, why, and what I would do next, and run keyword, audience, and competitive research behind new pitches.

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

Dhaka, Bangladesh · Aug 2024 – Apr 2026 · EssenceMediacom affiliate, WPP Media network

- Ran day-to-day performance across search, social, video, and programmatic for Banglalink, Marico, ACI Limited, New Zealand Dairy, and IFAD Group, with \$6M+ CAD in annual spend behind them.
- Set the KPI framework on each account — CPA, CAC, ROAS, qualified leads — and held campaigns to it, shifting budget between channels mid-flight when one stopped paying back.
- Worked the seam between planning, activation, and analytics: took the media plan, turned it into what actually ran, and fed results back into the next planning cycle.
- Owned the test roadmap across audience splits, creative variants, and landing pages. Conversion rates on client accounts improved by up to 15%.
- Delivered roughly 25% year-over-year revenue growth. Share of wallet on the top accounts rose 30%+ after a round of performance audits and campaign rebuilds.
- Led a TikTok TopView launch for Banglalink Ryze with the TikTok regional team, with full attribution tracking. TikTok featured it as a global case study — 26M+ reach, 126M+ video views.
- Led a team of 10 across media buying, analytics, and planning.

Head of Marketing | FirstTrip Limited

Dhaka, Bangladesh · Apr 2024 – Aug 2024 · Online travel agency, a concern of US-Bangla Group

- Owned paid acquisition, analytics, and conversion across Google, Meta, and the booking funnel.
- Built the GA4 and GTM setup from nothing. The platform had no dependable event tracking before that.
- Fixed drop-offs on search and checkout pages, which lifted completed bookings and brought acquisition cost down.

Head of Live Commerce | Daraz Bangladesh Limited (Alibaba Group)

Dhaka, Bangladesh · Aug 2022 – Feb 2024 · E-commerce marketplace, Marketing Division

- Ran commerce performance across live, creator, and affiliate channels through peak retail events. Livestream-driven orders grew 139% and affiliate transactions 109%.
- Built a 700+ creator network and the vetting process behind it, including brand-safety screening and performance-based selection.
- Tied commerce campaigns into the platform's wider acquisition and conversion funnels alongside paid media, category, and brand teams.
- Held the livestream P&L, and reported channel performance and unit economics to category and regional leadership each campaign cycle.

Head of Digital Marketing | ShareTrip Limited

Dhaka, Bangladesh · Sep 2021 – Jul 2022 · Travel e-commerce, Marketing and Communications

- Grew online revenue 3x through paid search, paid social, SEO, remarketing, and landing-page work.
- Cut CAC about 25% by rebuilding Firebase conversion tracking and clearing up attribution that had been double-counting bookings.
- Led the media, creative, strategy, and planning team against annual targets, and oversaw external agencies.
- Ran remarketing and lifecycle campaigns to pull back users who dropped out of the booking funnel, and directed website content and SEO through an internal design team.

Associate Manager, Digital Media & Employer Branding | The City Bank PLC

Dhaka, Bangladesh · Apr 2015 – Aug 2021 · Brand & Communications and Corporate Affairs Division

- Ran the always-on digital campaigns behind 50,000+ new cardmember acquisitions and a 35% rise in qualified loan leads across the American Express and retail portfolio.
- Planned and bought across search, social, display, and video, and reported acquisition results to senior management.
- Managed the bank's live sites — thecitybank.com, City Alo, City Islamic, Citygem, and Citygem Sapphire — covering content, on-page SEO, and front-end updates.
- Led brand strategy for City Bank American Express cards with the AMEX Global team. The Agora American Express card launch was recognized by Facebook as a global best practice and showcased on their site.
- Ran employer-branding and recruitment campaigns on LinkedIn and Facebook, and built the bank's social following past 1 million, the first verified Facebook page held by a Bangladeshi bank. Recognized by the Managing Director and CEO for contribution to the bank's 2019 objectives.

EARLIER

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, Marketing — Institute of Business Administration (IBA), University of Dhaka, 2016 · WES-assessed as a Canadian master's degree

BBA, Finance and Accounting / Economics — North South University · WES-assessed

CERTIFICATIONS & TOOLS

Certifications: Google Ads Search Certification, Google Ads Display Certification, and Get Started using Google Analytics (GA4) — Google Skillshop, 2026 · Meta Certified Digital Marketing Associate — Meta, 2025 · Programmatic Advertising Certificate — Eskimi, 2025 · Social Media Certified — HubSpot Academy, 2026 · Google Digital Marketing & E-commerce Professional Certificate — Coursera/Google · Digital Marketing Specialization — University of Illinois Urbana-Champaign

Platforms: Google Ads (Search, Display, YouTube, Shopping) · Meta Ads and CAPI · LinkedIn Ads · TikTok Ads · DV360 · Eskimi

Analytics: GA4 · Google Tag Manager, client and server-side · Firebase · Looker Studio · Power BI · SQL · Excel · HubSpot · Airtable

Web: WordPress · Elementor · HTML, CSS, and JavaScript · Landing-page builds · Technical and on-page SEO

Coursework: DataCamp — 11 completed courses across SQL and PostgreSQL, statistics, Power BI, R, and Python