

MURSHIDUL HASAN

Performance Marketing • Paid Search, Social & Programmatic • Tracking & Measurement

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Authorized to work in Canada • open work permit, no sponsorship required

SUMMARY

I've spent 11 years in digital marketing, most of it hands-on in paid search and paid social, and I build the tracking myself because bidding is only as good as the conversion data behind it. I've worked brand-side at a bank, in e-commerce and on a marketplace (Daraz, part of Alibaba Group), and agency-side in the WPP Media network, where I headed a team of 10 with \$6M+ CAD a year in spend. At ShareTrip, online revenue tripled and CAC fell about 25% after I rebuilt attribution. I now run paid media and tracking for Canadian and U.S. clients at Douglas Marketing Group in Windsor.

CORE SKILLS

Paid search: Google Search, Shopping, Performance Max, Demand Gen, YouTube • keyword and account structure • negatives • audience layering • automated bidding to revenue, ROAS and CPA targets

Budget: Forecasting and pacing • allocation across campaigns and channels • media mix modeling

MarTech and measurement: GA4 • GTM, client and server-side • Enhanced Conversions • Firebase • Meta CAPI • conversion QA in Tag Assistant and DebugView • Looker Studio • Power BI • SQL

Privacy: Consent handling under CASL and GDPR • first-party data • server-side tracking for cookie loss

Testing: Incrementality and holdout tests • ad copy, audience and landing page tests

Leadership: Led a team of 10 • agency and platform partners

EXPERIENCE

Digital Ads Manager | Douglas Marketing Group

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

- Run Google Search, Performance Max, Demand Gen and YouTube for Canadian and U.S. accounts, including keyword structure, bid strategy and negatives.
- Built server-side GA4 and GTM with Enhanced Conversions and Meta CAPI, so attribution holds up after cookie loss. Added CASL and GDPR consent handling.
- Set up each conversion event myself and recheck it in Tag Assistant and DebugView after every site release. Broken tracking usually fails silently.
- Give each account one KPI to answer to, such as CPA or ROAS, and move budget mid-month when a campaign stops paying back.
- Report in Looker Studio on what changed and what I'd do next.

Assistant Director, Digital Marketing | MBA Bangladesh (Media Consultants Ltd.)

Dhaka, Bangladesh • Aug 2024 – Apr 2026 • Digital Lead, heading the digital team • EssenceMediacom affiliate, WPP Media network • Team of 10

- Led a team of 10 media buyers, analysts and planners. Clients included Banglalink, Marico, ACI, IDLC Finance and New Zealand Dairy, with \$6M+ CAD a year in spend.
- Used holdout and incrementality tests to show how much of each campaign's result was real lift and how much would have happened anyway.
- Built media mix models across ATL and digital to see where extra spend stopped paying back, then set the channel mix around reach.
- Portfolio revenue grew about 25% a year. After a round of audits and rebuilds, share of wallet on the top accounts rose 30%+ and client conversion rates improved by up to 15%.

Head of Marketing | FirstTrip Limited

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

- Ran paid acquisition on Google and Meta. The site had no reliable tracking, so I built GA4 and GTM first, then fixed drop-offs in search and checkout. Bookings went up and acquisition cost came down.

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

Dhaka, Bangladesh • Aug 2022 – Feb 2024 • E-commerce marketplace and app, Marketing Division

- Held the live commerce P&L and set the affiliate program's commission rates. **Affiliate transactions grew 109%** and livestream orders 139% across peak sale events.
- Worked with brand partners including Samsung, Unilever and Reckitt, alongside the platform's paid media and category teams.
- Built and led the live commerce team, and reported unit economics to regional leadership every campaign cycle.

Head of Digital Marketing | ShareTrip Limited

Dhaka, Bangladesh • Sep 2021 – Jul 2022 • Travel e-commerce, app and web

- **Grew online revenue 3x**, mainly through paid search, SEO and remarketing.

- **Cut CAC about 25%** after finding that app and web were double-counting bookings. Rebuilt the Firebase tracking, then ran app campaigns on the corrected data.
- Managed the media, creative and planning team and our outside agencies.

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

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

- Ran digital campaigns for American Express cards and retail products across search, social, display and video, working with outside agencies.
- Led brand strategy for the bank's American Express cards with the AMEX Global team. That included the Agora American Express card, co-branded with a national supermarket chain, which Facebook recognized as a global best practice.
- Managed the bank's websites, including thecitybank.com.

EARLIER

Brand Executive · Dhaka Tribune · Jan 2013 – Feb 2015 · national English-language daily

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

EDUCATION

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

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

CERTIFICATIONS & TOOLS

Certifications: Google Ads Search, Google Ads Display and Google Analytics (GA4), Google Skillshop 2026 · Meta Certified Digital Marketing Associate, 2025 · Programmatic Advertising, Eskimi 2025 · Google Digital Marketing & E-commerce Professional Certificate · Digital Marketing Specialization, University of Illinois Urbana-Champaign

Platforms: Google Ads (Search, Shopping, Performance Max, YouTube) · GA4 · GTM (client and server-side) · Firebase · Meta Ads and CAPI · DV360 · Looker Studio · Power BI · SQL · Excel · Semrush · Ahrefs