

TANJIM UL ISLAM

Performance Marketing Strategist

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SUMMARY

ROI-driven Performance Marketing Strategist based in Vancouver, BC, with over 8 years of experience in B2B and B2C marketing across North America. Specializing in lead generation, e-commerce growth, and paid media across Google Ads, Microsoft Advertising, and Meta Ads.

WORK EXPERIENCE

Digital Marketing Strategist

Titan Pay Per Click | Jun 2022 to **Present** | Vancouver, BC

- Develop PPC strategies, including campaign planning, budgeting, platform selection, audience targeting, and account structure, for North American clients across lead generation and e-commerce.
- Conduct keyword research, competitor analysis, and campaign planning across Search, Performance Max, Demand Gen, Display, Shopping, and Video campaigns, selecting the appropriate campaign type based on each client's goals.
- Optimize campaigns and landing pages using conversion-focused best practices and tools such as Unbounce and GoHighLevel to improve conversion rates.
- Conduct A/B tests across ad copy, landing pages, campaign structures, audience segments, creative assets, and other variables to improve client ROI.
- Analyze campaign data to identify trends and performance insights, optimize results, and communicate actionable recommendations to clients and the leadership team.
- Implement and manage conversion tracking, call tracking, Google Merchant Center feed synchronization and promotions, Google Tag Manager configurations, and Google Analytics integrations to support accurate measurement and reporting.
- Report on campaign performance, providing insights and actionable recommendations to clients and the Marketing Director.
- Currently manage monthly paid media budgets of approximately \$350,000 to \$450,000 across Google Ads, Microsoft Ads, and Meta Ads.
- Achieved an overall e-commerce ROAS of approximately 11, representing a 78% year-over-year improvement, while maintaining conversion rates above 15% across conversion-focused campaigns.

Marketing Analyst

Sigmalux Sarl | Oct 2020 to Jun 2022 | Vancouver, BC

- Developed and managed paid media campaigns with a monthly budget of \$300,000 across Google Ads, Microsoft Ads, and Walmart Ads, generating an average of \$1,000,000 in monthly revenue.
- Analyzed and optimized the paid marketing funnel, increasing the conversion rate by 110% through performance reporting and data-driven improvements.
- Launched three multilingual websites and managed seven websites targeting audiences across multiple countries.
- Streamlined marketing reporting through automation using Google Analytics and Google Sheets, saving 7 hours weekly.
- Encouraged a culture of A/B testing, resulting in a 150% improvement in landing page conversion rates.
- Implemented customer segmentation and behaviour-based email automation, increasing the monthly customer retention rate by 17%.
- Achieved YoY revenue growth of 128% from paid channels while maintaining advertising costs.
- Devised and executed automated email marketing strategies and campaigns for different customer segments.

Digital Marketing Manager

Refresh Wellness & Beauty | Sep 2019 to Sep 2020 | Vancouver, BC

- Led SEO initiatives and implemented on-page optimization strategies, improving page speed by 50% and increasing monthly organic traffic by 250%.
- Developed top-of-funnel marketing assets, including infographics and social media content, increasing unique visitors by 27% and revenue by 61%.
- Conducted keyword research, developed SEO-focused content briefs, and managed freelance writers through content production and publication.
- Implemented an SEO testing framework across website content, improving rankings for targeted keywords by 38%.
- Designed and launched an affiliate marketing program that grew to include 120 partners and contributed to a 23% increase in revenue.

Digital Marketing Manager

Arla | Feb 2018 to Apr 2019 | Dhaka, Bangladesh

- Developed a comprehensive paid acquisition strategy across Google, Facebook, YouTube, Instagram, and local news platforms, increasing revenue by 150%.
- Managed two digital marketing agencies responsible for content development and campaign execution across social media, websites, e-commerce platforms, and performance marketing channels.
- Designed and launched a 360-degree integrated marketing campaign across digital, television, radio, and print, generating BDT 2.8 million in revenue during the first year.
- Launched digital campaigns in partnership with Google and YouTube, increasing the company's share of voice by approximately 23.5% and contributing to its recognition as the **Best Milk Brand** in 2019.

Assistant Manager, Digital

GroupM (Mindshare) | Jun 2015 to Jan 2018 | Dhaka, Bangladesh

- Developed and executed paid acquisition and brand awareness strategies across Google, Facebook, YouTube, Instagram, and local digital publishers for a diverse portfolio of clients.
- Collaborated with leading mobile companies and major platforms, including Google, Facebook, and Sizmek, to drive innovation and develop award-winning campaigns.
- Automated marketing reporting and implemented A/B testing and campaign rules, boosting ROI by 139% and improving conversion rates.

EDUCATION

Bachelor and Masters in Marketing, Independent University.

SKILLS

Pay Per Click (PPC) Ads

Search Engine Marketing (SEM)

Search Engine Optimization (SEO)

Google Ads

Microsoft Ads

Meta Ads

Google Analytics (G4A)

Google Tag Manager (GTM)

Google Merchant Center (GMC)

A/B Testing

Project Management

Email Marketing

HTML

CSS

BigCommerce

Shopify

WordPress

Client Management

Data Analysis

Reporting

E-commerce Marketing

AI Tools: ChatGPT and Claude