

JAHANGIR ALAM

Performance Marketing Manager | EdTech Student Acquisition Specialist | AI-Augmented Technical Media Buyer

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PROFESSIONAL SUMMARY

Results-driven Performance Marketing Manager and Technical Media Buyer specializing in paid student acquisition funnels, academic course launches, institutional admissions, and high-volume D2C brands across Bangladesh. Has managed over \$150,000+ in aggregate ad spend across 500+ Meta and Google ad campaigns. Proven track record leading media buying and CRO for Muallimeen Academy (6,250+ paid course enrollments, 2.8X to 4.39X ROAS), while scaling \$128,000+ at Orgagenic across 495 campaigns to deliver 440M+ impressions and 33.8M+ reach at an industry-low \$0.29 CPM. Uniquely pairs direct-response media buying with AI-augmented full-stack engineering (React, Node.js) to deploy sub-second landing pages scoring 95–99 on Google PageSpeed, automated server-side tracking (CAPI, GTM, GA4), and Generative Engine Optimization (GEO) for AI search discoverability.

CAREER HIGHLIGHTS

- Managed \$150,000+ in aggregate media buying spend across 500+ Meta & Google campaigns with daily ROAS, CPL, and CBO/ABO budget scaling.
- Delivered 6,250+ paid student enrollments and digital study packs for Muallimeen Academy with 2.9M+ reach, maintaining a profitable average ROAS of 2.8X to 4.39X.
- Acquired 1,100+ qualified parent & student leads for Speaker Academy at an industry-low Cost-Per-Result of \$0.08 – \$0.14 via automated Click-to-WhatsApp funnels.
- Spearheaded high-volume acquisition at Orgagenic, deploying \$128,000+ ad spend across 495 campaigns to generate 440M+ impressions and 33.8M+ reach at a \$0.29 CPM.
- Engineered AI-assisted sub-second React landing pages achieving 95–99 Google PageSpeed scores, slashing bounce rates and optimizing mobile ad conversion rates by up to 25%.
- Architected lossless tracking & GEO pipelines combining Meta CAPI, GTM, GA4, and JSON-LD schema for multi-engine discoverability across ChatGPT, Perplexity, and Google.

CORE COMPETENCIES

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| EdTech Student Acquisition & Course Launches | Meta Ads Manager (CBO/ABO, Scaling, Pacing) |
| AI-Augmented Landing Page Dev (React, Node.js) | Core Web Vitals & Speed (95–99 PageSpeed) |
| Click-to-WhatsApp & Messenger Lead Generation | Generative Engine Optimization (GEO & AI Search) |
| Direct-Response Copywriting (Bengali & English) | Server-Side Tracking (Meta CAPI, Pixel, GTM, GA4) |
| Video Ad Scripting & Creative Direction (UGC / Reels) | Parent & Student Audience Targeting & Exclusions |
| High-Volume D2C E-commerce Growth (Catalog / DPA) | Conversion Rate Optimization (CRO) & A/B Testing |

PROFESSIONAL EXPERIENCE

Digital Marketing Manager (Media Buying & CRO)

2024 – Present

Muallimeen Academy — Dhaka, Bangladesh (EdTech & Educational Products) · Full-time, Hybrid

- Own end-to-end performance marketing operations, managing \$9,500+ ad spend across 100+ Meta campaigns, driving 6,250+ paid course enrollments and digital product orders.
- Maintain consistent profitability with an average ROAS between 2.8X and 4.39X and acquisition cost of \$1.44 – \$2.02 via disciplined audience exclusions and retargeting tiers.
- Deploy high-speed React course landing pages scoring 95+ on Google PageSpeed, eliminating mobile latency and maximizing checkout completion.
- Architected the complete tracking pipeline connecting Google Analytics 4 (GA4), Google Tag Manager (GTM), and Meta Conversions API (CAPI) for lossless event attribution.

Digital Marketing Executive (Performance & Media Buying)

2025

Orgagenic — Dhaka, Bangladesh (D2C Organic Skincare & Wellness) · Full-time

- Managed enterprise-scale Meta performance media buying across 495+ campaigns with an ad spend exceeding \$128,000+, driving massive commercial volume.
- Delivered over 440 Million+ total impressions and reached 33.8 Million+ unique consumers nationwide, achieving an industry-record blended CPM of \$0.29.
- Engineered high-converting messaging and direct-order funnels for specialized skincare solutions (Melasma, Chloasma, acne care), scaling daily budgets up to \$45+/ad set with disciplined ROAS.
- Deployed disciplined creative testing combining UGC video testimonials, native Bengali problem-agitate-solve hooks, SMS/WhatsApp retargeting, and dynamic catalog ads (DPA).

PROFESSIONAL EXPERIENCE (CONTINUED)

Paid Media Strategist & Lead Gen Specialist 2024 – 2025

Speaker Academy — Dhaka, Bangladesh (Language & Kids EdTech) · Contract, Remote

- Planned and executed paid social acquisition funnels for 9+ online course batches (Kids Spoken English and foundational grammar), reaching 494,000+ prospective learners with 709,000+ impressions.
- Delivered 1,100+ qualified parent and student inquiries directly into WhatsApp and Messenger at an ultra-low Cost-Per-Result of \$0.08 – \$0.14, maintaining a steady sales pipeline.
- Directed video editors to transform live classroom sessions and student milestone tests into social-proof UGC video ads that significantly reduced ad fatigue.

Digital Media Consultant (Student Admissions) 2023 – 2024

New Horizon Canadian International School — Dhaka, Bangladesh (K-12 English Medium) · Contract

- Built full-funnel student admission campaigns (Meta Instant Forms & WhatsApp) reaching 1.2M+ affluent parents across Dhaka with over 1.5M+ impressions for seasonal enrollment.
- Scripted video walkthroughs highlighting campus facilities, international curriculum standards, and faculty credentials to establish institutional prestige.
- Structured inquiry tracking workflows to ensure admissions staff contacted prospective parents within minutes, improving lead-to-campus-visit conversion rates.

Performance Marketer & Media Buyer (E-commerce & Retail) 2023 – Present

Independent Client Engagements — Dhaka, Bangladesh & Remote

- Delivered full-cycle Meta ads, catalog management, and conversion optimization for direct-to-consumer (D2C) brands including Shera Gadget, Shera Fabrics, Vibe Gaming, and Nasiha Publication.
- Orchestrated festive and seasonal promotional sales campaigns (Eid, New Year, Flash Sales), achieving up to 3.5X ROAS on peak promotional spend.

EDTECH STUDENT ACQUISITION PLAYBOOKS & FUNNELS

- Automated Click-to-WhatsApp Parent Lead Funnel (Kids Spoken English): Targeted affluent mothers and education-conscious parents across tier-1 urban zones with emotional, pain-point-driven Bengali video ads. Traffic routed into structured WhatsApp flows with automated greetings and course syllabi, generating 1,100+ qualified leads at \$0.08–\$0.14 CPL, maximizing sales team conversion speed.
- Direct Purchase & Retargeting Funnel for Academic Study Packs & Courses: Built a 3-tier conversion engine (Broad Acquisition → 50%+ Video Viewers Retargeting → Dynamic Cart Recovery). Combined native landing pages with Meta CAPI and GTM to track checkout events without signal loss, driving 6,250+ paid enrollments with 2.8X to 4.39X blended ROAS.
- AI-Augmented Full-Stack Funnels & GEO Readiness (React + Node.js + 95+ Speed): Engineered lightweight, mobile-first React landing pages backed by Node.js webhooks scoring 95–99 on Google PageSpeed. Structured rich JSON-LD semantic schema optimized for Generative Engine Optimization (GEO), ensuring courses are indexed and recommended by AI search engines (ChatGPT, Perplexity, Gemini).

PRIOR PROFESSIONAL BACKGROUND

Guest Service & VIP Operations Specialist 2017 – 2024

InterContinental Dhaka — Dhaka, Bangladesh (Luxury Hospitality & VIP Operations) · Full-time

- Managed high-touch VIP guest communications, stakeholder coordination, and international delegation protocols at a 5-star luxury brand.
- Awarded 2x formal Outstanding Performance Awards during the Australia Tour (Aug 2021) and New Zealand Tour (Sep 2021) T20 Cricket Series. Instilled disciplined operational agility, crisis management, and executive client handling skills.

EDUCATION

Bachelor of Arts (BA) — Major in Bangla Literature 2011 – 2015

Sheikh Borhanuddin Post Graduate College (National University of Bangladesh) — Dhaka, Bangladesh

- Formal training in Bengali semantics and rhetoric; provides an authentic strategic edge in native direct-response copywriting, emotional hook scripting, and cultural conversion psychology for EdTech course promotions.

CERTIFICATIONS & ACHIEVEMENTS

- Professional Digital Marketing (6-Month Intensive) — CoderTrust Bangladesh (2023)
- Meta Ads & Conversions API (CAPI) Tracking Specialization — Advanced Performance Track
- Google Analytics 4 (GA4) & Google Tag Manager (GTM) — Server-Side & Browser Tracking Setup
- Outstanding Performance Award (Australia Tour of Bangladesh T20 Series) — August 2021
- Outstanding Performance Award (New Zealand Tour of Bangladesh T20 Series) — September 2021

REFERENCES

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