AL MAMUN

Strategic Marketing Professional | Performance-Led Growth & Marketing Planning

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PERSONAL PROFILE

Performance-led marketing strategist who connects paid acquisition to sales capacity and admissions. Over 2.5 years in EdTech, I have generated 600K+ leads, managed US$500K+ (BDT 60M+) in Meta ad spend across five accounts with 1.5B+ impressions, achieved a 7.6x average ROAS and brought cost per lead down to as low as US$0.25. Promoted twice to Principal Officer and Team Leader, I now build integrated monthly marketing plans that link revenue and admission targets to budget, channel mix, creative and lead distribution, shifting focus from lead volume to lead quality.

EMPLOYMENT HISTORY

Mojaru Education Technologies Ltd., Dhaka

Mar 2024 – Present

EdTech company offering courses for children and school-age learners.

Principal Officer, Branding & Marketing | Team Leader, Digital Marketing

Jul 2026 – Present

- **Marketing planning:** translate the annual revenue roadmap into monthly admission, lead, conversion and CAC targets, with budget, channel, creative and team plans.
- **Sales alignment:** design course-wise lead distribution across sales teams, matched to each team's capacity and conversion profile; delivered 97.3% of lead target (174,858 of 179,709, Jun to Aug 2026).
- **Conversion and budget:** diagnose lead-to-admission bottlenecks; own Meta and Google budgets with course-level CPL targets.
- **Brand and team:** plan content calendars, parent communities and influencer and celebrity activations; lead the digital marketing team, set KPIs and drive AI adoption across creative and reporting.

Senior Officer, Branding & Marketing

Mar 2025 – Jun 2026

- Owned the full Meta Ads funnel (avg. US$21.8K/month); scaled five accounts to US$500K+ lifetime spend and 42M peak reach.
- Planned and optimised 350+ campaigns at a 7.6x average ROAS, cutting CPL from US$0.90 to a low of US$0.25 through audience, creative and placement testing.
- Built a global NRB account; ran Google Ads (Search, PMax, Demand Gen): 970K impressions, 20K clicks at US$0.10 CPC.

Junior Officer, Branding & Marketing

Mar 2024 – Feb 2025

- Handled 200,000+ parent interactions via WhatsApp and email, converting 5,000+ qualified leads organically.
- Delivered 20,000+ international leads via NRB-focused Meta and TikTok campaigns (US$41,322+ spend).
- Processed 1,500+ leads/day via ERP and CCR; managed influencer agreements, channel onboarding and SEO (5,000+ keywords).

KEY SKILLS

Marketing: Integrated Marketing Planning, Performance & Growth Marketing, Media Buying, Budget Optimisation, Lead Generation, Funnel & Conversion Optimisation, Brand & Content Strategy, Sales & Marketing Alignment, KPI Design

Tools & AI: Meta, Google, TikTok & LinkedIn Ads, GA4, GTM, SEO, CRM/ERP, Excel, Google Sheets, Canva, CapCut, Photoshop; ChatGPT, Gemini, Claude, Veo 3 for creative, reporting and workflow automation

EDUCATION

MA in History, Gopalganj Science and Technology University | CGPA 3.19/4.00 — 2023

BA in History, Gopalganj Science and Technology University | CGPA 3.41/4.00 — 2022

Higher Secondary Certificate (Humanities), M.P College, Jhenaidah | GPA 4.08/5.00 — 2018

TRAINING & PROFESSIONAL DEVELOPMENT

AI Integrated EdTech Sales Leadership, Future Icon & Mojaru (Yousuf Efti, PhD) — 2026

Sales Strategy Training, Razib Ahmed, Sales Development Specialist, Sales+

Next Generation Leaders Workshop, Coach Kamrul Hasan, Dhaka — 2023

LEADERSHIP & LANGUAGES

- **Team Leader, Digital Marketing, Mojaru (2026 – Present):** streamlined team workflow, task ownership and reporting for smoother day-to-day execution.
- Organiser, GSTU Business Club (2024); General Secretary, Prothom Alo Bondhushava, GSTU (2023); Joint Secretary, University Students' Association (2022)
- **Languages:** Bengali (Native), English (Professional working proficiency)

REFERENCES

References will be provided upon request.