



Aryan Ahmed Adil

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ABOUT ME

Digital Marketing Specialist with over three years of experience in digital marketing strategy, campaign management, and online lead generation. Experienced in managing multi-channel marketing campaigns, optimizing paid advertising, and supporting international student recruitment initiatives. Skilled in Meta Ads, Google Ads, SEO, marketing analytics, CRM management, and website management. Known for combining marketing creativity with technical skills to plan and improve campaign performance and support business growth across digital channels.

SKILLS

Web & Technical

Python | Kotlin | JavaScript | Github | Git | Responsive Web Design | CSS | HTML | Cloudflare | WordPress | Claude Code | Antigravity | Codex | N8N | Vibe Coding

Marketing & Growth

Digital Marketing Strategy | Performance Marketing | Meta Ads | Google Ads | SEO | AEO | AIO | GEO | Content Management

Creative & Content

Graphic Design | Motion Graphics | Brand Management | Scriptwriting | Video Editing

Analytics, CRM & Ops

Google Analytics | Google Search Console | Semrush | Ahref | Ubersuggest | Hubspot | Moz

Leadership & Collaboration

Team Leadership & Training | Hiring & Recruitment Support | Budget Management | Cross-functional Collaboration

WORK EXPERIENCE

DIGITAL MARKETING TEAM LEAD – STS GLOBAL EDUCATION – 01/2025 – Current – SYLHET, BANGLADESH

- Led digital marketing strategy and growth operations across multiple markets.
- Built and managed a cross-functional marketing team (content, video, SEO, performance).
- Managed marketing budgets and optimized spending across paid, organic, and content channels.
- Generated 40,000+ qualified leads through multi-channel digital marketing campaigns.
- Scaled and optimized Meta Ads and Google Ads campaigns to improve lead quality.
- Oversaw creative production (graphics, video, motion) ensuring brand consistency.
- Coordinated marketing projects and ensured timely delivery across teams.
- Managed HubSpot CRM workflows to improve lead tracking and funnel performance.
- Worked with sales and operations teams to improve conversion rates and lead quality.
- Supported expansion into a new regional market by launching marketing operations.
- Assisted with campaign optimization, content review, and website updates.

DIGITAL MARKETING SPECIALIST – STS GLOBAL EDUCATION – 09/2023 – 12/2024 – SYLHET, BANGLADESH

- Executed performance-driven digital marketing campaigns across multiple regions and international markets
- Created graphic designs, motion graphics, and video content, including shooting, editing, and scriptwriting for promotional use
- Planned and maintained content calendars and marketing plans aligned with acquisition goals
- Ran and optimized Meta Ads and tested Google Ads across different markets
- Implemented lead quality improvement strategies through targeting, creative testing, and funnel optimization
- Managed and maintained HubSpot CRM, ensuring clean data, follow-ups, and reporting
- Trained and onboarded new team members on marketing workflows and CRM usage
- Updated and built website pages using WordPress, HTML, and CSS to support campaigns

- Managed social media accounts across multiple locations, ensuring consistent branding and messaging
- Worked closely with sales teams to ensure accurate messaging and improve conversion outcomes

EDUCATION AND TRAINING

09/2025 – CURRENT California, United States

ASSOCIATE DEGREE IN COMPUTER SCIENCE (DISTANCE LEARNING) University of the People

Website <https://uopeople.edu>

01/2018 – 01/2020 Sylhet, Bangladesh

IGCSE / O'LEVELS The Sylhet Khajanchibari International School And College

Website <https://skisc.edu.bd/>

CERTIFICATIONS

04/2023

Responsive Web Design

Link <https://www.freecodecamp.org/certification/aryan-ahmed/responsive-web-design>

06/2025

Social Media Marketing with AI

Link <https://www.sololearn.com/en/certificates/CC-XPVIXAIJ>

06/2025

Python Developer

Link <https://www.sololearn.com/en/certificates/CC-XTKXKBAH>

LANGUAGE SKILLS

Mother tongue(s): **BENGALI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

RECOMMENDATIONS

Shibbir Ahmed Marketing Manager - STS Global Education

Aryan is a rare hybrid professional who combines marketing strategy with technical expertise (HTML, JavaScript, Python, WordPress) to drive SEO and digital performance across international markets. A dependable leader with strong analytical thinking and a relentless drive to learn and improve.

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