

MASUD JUBAYER

Digital Marketer

PERSONAL PROFILE

Digital marketer with 7+ years of experience building paid and organic marketing funnels for SaaS companies. Marketing efforts I have overseen have generated roughly \$19M in lifetime revenue for the businesses I've worked with

EXPREINCE

ShopKeep April 2012 - January 2015, Washington DC Digital Marketing Analyst ● Fostered a culture of rigorous A/B testing which improved the conversion rate of marketing landing pages across the company by 300% ● Improved the on-page SEO performance resulting in a page speed improvement of 50% and improvement in monthly organic traffic of 22% ● Automated marketing KPI reporting using Google Analytics and Google Sheets which saved roughly 10 hours of manual work each week ● Created top of funnel marketing assets like infographics and white papers that generated 33,000 unique visitors resulting in \$1.1M in incremental revenue

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SKILLS & LANGUAGES

Salesforce 8 years Paid acquisition (Facebook, Instagram, AdWords, Youtube) 8 years A/B testing (Optimizely) 7 years Google Analytics, FullStory 7 years Microsoft Excel, Google Sheets 7 years SEO 5 years Email marketing 5 years

ACADEMIC HISTORY

UNIVERSITY OF PITTSBURGH
B.S. IN MARKETING
SEPTEMBER 2008 - APRIL 2012
PITTSBURGH PA