

Muhammed Kawsar Ahamed

DIGITAL MARKETING SPECIALIST



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Digital Marketing professional with 4+ years of hands-on experience owning end-to-end marketing for globally adopted products including Dokan, weMail, and HappyAddons. Promoted to Specialist within 2 years at weDevs for driving multi-product growth strategy, email marketing, and cross-functional campaign execution. Early adopter of AI-powered tools and AI-assisted workflows to accelerate content creation, automation, and marketing execution.

CORE SKILLS

Email Marketing & Automation

Product Growth Strategy

Copywriting & Content Strategy

Paid Ads (Meta & Google)

SEO & Keyword Research

Campaign Planning & Execution

KPI Reporting & Analytics

A/B Testing & Growth Hacking

AI-Assisted Development

AI Content & Copy Generation

AI Tools & Workflow Automation

Prompt Engineering

WORK EXPERIENCE

Jul 2025 – Present

Digital Marketing Specialist ↑ PROMOTED

weDevs · Dhaka, Bangladesh · On-site

- Drove growth, revenue, and market positioning for weMail and HappyAddons alongside Dokan — owning strategy, monthly revenue projections, and performance reporting to stakeholders.
- Owned end-to-end email marketing across all assigned products, running it as a core acquisition and retention channel.
- Partnered with development teams on product strategy, feature planning, and QA — benchmarking competitors to recommend enhancements and ensure timely bug resolution.
- Planned and ran paid media campaigns across multiple channels, using continuous A/B testing to drive growth.
- Led cross-functional campaign execution across Marketing, Business Development, Content, and Support teams.
- Produced landing-page, email, and ad copy while managing SEO, content distribution, and video marketing initiatives.

Jun 2023 – Jul 2025

Digital Marketing Executive

weDevs · Dhaka, Bangladesh · On-site

- Owned end-to-end email marketing for Dokan Plugin and Dokan Cloud (now FlyCommerce) — building lifecycle automation and new email strategies to generate leads, nurture users, and lift conversions.
- Led major global sale campaigns end to end — the year's peak revenue moments — owning strategy, timeline, and execution.
- Wrote high-converting copy for landing pages, emails, and ads; produced visuals, blog posts, and promotional materials with design and content teams.
- Planned and executed campaigns across SEO, social, email, and paid ads — informed by market, keyword, and competitor research — and grew brand presence across all social channels.

cont.

WEDEVS · DIGITAL MARKETING EXECUTIVE

- Acted as a product partner — filing bugs, feature requests, and enhancements via GitHub and contributing growth-hack ideas in weekly knowledge-sharing sessions.
- Tracked and reported KPIs through weekly, biweekly, and monthly performance reports.

Aug 2022 –
May 2023

Digital Marketing Executive

Nextwinz · Dhaka · Full-time

- Single-handedly built and managed the company's WordPress website — developing the site, creating landing pages, and owning it end to end.
- Ran end-to-end social media campaigns that grew brand awareness and follower engagement.
- Handled digital marketing operations — keyword research, competitor analysis, and content planning.
- Created digital content, marketing copy, and promotional materials aligned to the brand voice, in coordination with design teams.

■ PREVIOUS EXPERIENCE

Sr. Content Planner Executive

Rapture Entertainment · Dhaka

Brand Executive

ABS Engineers Ltd. · Mohakhali, Dhaka

Copywriter

Unitrend Limited · Banani, Dhaka

Inbound Customer Manager (Part-Time)

Grameenphone Ltd. · Khilkhet, Dhaka

■ EDUCATION

Bachelor of Business Administration

Daffodil International University · Marketing
CGPA 3.20/4.00 · May 2018

Higher Secondary Certificate

Notre Dame College · Business Studies
GPA 5.00/5.00 · 2011

Secondary School Certificate

Khilgaon Govt. High School
GPA 5.00/5.00 · 2009

■ CERTIFICATION

Professional Certificate in Digital Marketing

Bongiyo Training · Dhaka

■ TOOLS & PLATFORMS

AI MODELS

ChatGPT

Claude

Gemini

EMAIL & CRM

weMail

Mailchimp

Klaviyo

FluentCRM

Campaign Monitor

SEO & ANALYTICS

Ahrefs

SEMrush

GA4

ADS & SOCIAL

Google Ads

Meta Ads

Publer

CONTENT & DESIGN

Canva

CapCut

GitHub

■ LANGUAGES

Bangla

Native

English

Professional

■ INTERESTS

AI Exploration

AI Automation

AI Agents

Prompt Engineering

Generative AI

Traveling