



MD KAWSERUZZAMAN LIPON

DIGITAL MARKETER

Contact Me

- ✉ mdlipon320@gmail.com
- ☎ +8801869395097
- 🌐 www.digilipon.com
- 📍 Dhaka, Bangladesh

Hard Skill

- Social media management
- Social media advertising (SMA)
- Search engine advertising (SEA)
- Conversion rate optimization (CRO)
- Shopify dropshipping store design
- Content creation and marketing
- Email marketing

Soft Skill

- Strong communication
- Creativity
- Adaptability
- Analytical thinking
- Problem-solving
- Time management
- Customer focus
- Continuous learning

Education

- Govt. Titumir College
Honours in Mathematics (Running)
- Mohammadpur Govt. College
Higher Secondary Certificate (2019)
- Mirpur Govt. High School
Secondary School Certificate (2017)

Language

- Bangla and English

About Me

Results-driven digital marketer with expertise in social media, search engine advertising, and website optimization. Skilled in crafting compelling content, targeting audiences, and driving measurable outcomes. Passionate about staying ahead of industry trends and creating meaningful connections. Seeking opportunities to collaborate and achieve marketing goals. Let's elevate your brand's online presence together.

Experience

Freelance Digital Marketer & Shopify Dropshipping Specialist | 2021 - Present

- Extensive experience as a freelance digital marketer, specializing in SMM, SEM, and Shopify dropshipping.
- Successfully collaborated with local and international clients, delivering exceptional results.
- Developed and implemented effective social media strategies, driving brand awareness and customer acquisition.
- Managed and optimized paid advertising campaigns on Google Ads, Bing Ads, Youtube Ads, Pinterest Ads, Facebook Ads, and Instagram Ads.
- Created visually appealing and conversion-focused Shopify dropshipping stores.

Certifications

Google Ads Certifications:

- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Shopping Ads Certification

Google Digital Garage Certifications:

- Fundamentals of Digital Marketing
- Advanced Digital Marketing

Webcoder IT Institute Certification:

- Advanced Digital Marketing