



Aryan Ahmed Adil

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ABOUT ME

Digital Marketing & Growth Professional with 3+ years of experience in performance marketing, lead generation, CRM operations, and team leadership. Managed over \$98,000 (BDT 1+ crore) in advertising spend and generated 50,000+ leads through Meta Ads, Google Ads, and multi-channel marketing campaigns. Experienced in leading cross-functional teams, optimizing marketing funnels, and driving business growth across multiple markets.

SKILLS

Performance Marketing

Meta Ads | Google Ads | Lead Generation | Growth Marketing | Conversion Optimization

Marketing Operations

HubSpot CRM | Funnel Optimization | Marketing Automation | Lead Nurturing | Content Strategy | Organic Social Media Growth | Community Engagement

Analytics & SEO

Google Analytics | Google Search Console | SEMrush | Ahrefs | Ubersuggest | SEO

Leadership

Team Leadership | Training & Development | Budget Management | Cross-functional Collaboration

Technical

WordPress | HTML | CSS | JavaScript | Python

WORK EXPERIENCE

STS Global Education

City: Sylhet | Country: Bangladesh

[01/2025 – Current]

Digital Marketing Team Lead

- Led marketing operations across Bangladesh and Nepal.
- Managed and mentored a cross-functional marketing team.
- Managed \$57,000+ (BDT 70+ lakh) advertising budget across Meta Ads and Google Ads.
- Generated 30,000+ leads while maintaining an average CPL of BDT 200–300.
- Oversaw HubSpot CRM and funnel optimization.
- Collaborated with sales teams to improve lead quality and conversion performance.
- Expanded campaign operations across Bangladesh, Nepal, Pakistan, and Nigeria.

STS Global Education

City: Sylhet | Country: Bangladesh

[09/2023 – 12/2024]

Digital Marketing Specialist

- Executed performance marketing campaigns for the Bangladesh market.
- Managed \$41,000+ (BDT 50+ lakh) advertising budget across Meta Ads and Google Ads.
- Generated 20,000+ leads through multi-channel digital marketing campaigns.
- Created marketing creatives, videos, and promotional content.
- Maintained HubSpot CRM and marketing workflows.
- Managed website updates and social media operations.
- Worked closely with sales teams to improve campaign outcomes.

EDUCATION AND TRAINING

[09/2025 – Current] **Bachelor Degree in Computer Science (Distance Learning)**

University of the People <https://uopeople.edu>

City: California | **Country:** United States

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):

English

LISTENING C2 READING C2 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

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