



# MD. NAZMUS SAKIB

Digital Marketing and  
Web Development Specialist

## CONTACT



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## SKILLS

Meta Marketing

Email Marketing

Web Development

Graphic Design

Analytical Tool

## LANGUAGES

English

Bangla

## PROFILE

Experienced Digital Marketing & Web Development Specialist with over five years of expertise in data-driven strategies for brand growth and engagement. Proficient in Mailchimp and Klaviyo for email marketing with strong skills in Canva, Figma, and Photoshop for creating visually impactful campaigns.

## EXPERTICES

### Meta & Email Marketing Expertise

**Strategy:** Integrated Meta and email campaigns for reach and conversions.

**Targeting:** Precision audience targeting and segmentation.

**Design:** Impactful ads and email templates using Canva, Mailchimp, and Klaviyo.

**Automation:** Meta retargeting and email workflows to boost engagement.

**Optimization:** Performance tracking to maximize ROI.

### Web Development with WordPress Expertise

**Custom Design & Theme Customization:** Creating responsive, brand-aligned WordPress sites.

**Plugin Integration:** Enhancing functionality with essential plugins.

**SEO & Optimization:** Implementing SEO best practices and performance optimizations.

**Content Management:** Building scalable, user-friendly sites for easy content updates.

## EDUCATION

*MBA in Marketing*

**ASIAN UNIVERSITY (2011 - 2013)**

*B.Sc. in Electrical Engineering*

**KHULNA UNIVERSITY OF ENGINEERING  
TECHNOLOGY (2002 - 2006)**