ASRAFUL ISLAM

Digital Marketing Expert | MarTech Specialist | AI-Assisted Full-Stack Builder (Automation Focus)

+8801637675239 | ai4100640@gmail.com | Boro Beraid, Badda, Dhaka 1212, Bangladesh

PROFESSIONAL SUMMARY

Digital Marketing Expert and MarTech specialist with 9+ years of professional experience in sales, performance marketing and real estate lead generation, and an active software builder since 2012. Holds a B.Sc. in Computer Science and Engineering. Combines marketing strategy with technical execution: runs high-ROI Meta, Google and YouTube campaigns and builds custom business automation, CRM and ERP systems (Neo AshOS) using an AI-assisted development workflow. Seeking a senior marketing, growth or MarTech role in a well-established organisation.

CORE SKILLS

Digital Marketing & Growth: Digital Strategy Development, Go-To-Market (GTM), RevOps, SEO, SEM, Meta Ads (Facebook, Instagram & WhatsApp), TikTok & YouTube Marketing, Google Ads Campaign Management, Content Creation & Copywriting, Social Media Management & Strategy, Market Research & Data Analysis, Conversion Rate Optimization (CRO), Project Management & Team Leadership, Client Communication & Relationship Management, AI-driven Content Generation

Analytics & SEO Tools: Google Analytics (Expert), Ahrefs, SEMrush, Moz

Marketing Platforms & CRM: HubSpot, Salesforce, Marketo, Mailchimp, ConvertKit, Hootsuite, Buffer, WordPress

Business Automation: WhatsApp Cloud API, n8n Workflow Automation, Workflow Automation, Custom CRM Development

Technology (AI-assisted development): JavaScript (ES6+), TypeScript, Python, Java, C#, PHP, Node.js, Google Apps Script; HTML5, CSS3, JSON, REST API Integration, React; Next.js API, NestJS, Django, FastAPI, Flask; PostgreSQL, MongoDB, Supabase, Postman, Google Sheets (advanced database logic); AWS, Vercel, Netlify

AI Tools: ChatGPT, Gemini Pro, Claude Pro, RunwayML

Design & Office Tools: Canva, CapCut, Microsoft Office (Word, Excel, PowerPoint)

PROFESSIONAL EXPERIENCE

Senior Digital Growth Marketing Manager & IT Specialist — **Sep 2025 – Present**

Divine Group of Companies Ltd., Dhaka, Bangladesh (Real Estate)

- Led digital marketing for real estate projects via Meta, Google and YouTube Ads, achieving 5x ROAS and generating BDT 2 Crore+ in sales valuation.
- Designed and implemented ERP/CRM automation systems to streamline lead and sales operations.
- Collaborated with sales and CRM teams to improve lead management and conversion rates.

Senior Media Buyer — **Aug 2023 – Jul 2025**

G.A Foundation Ltd. (Real Estate)

- Managed Meta Ads, Google Ads and YouTube Ads campaigns, generating qualified real estate leads worth approximately BDT 1 Crore+ in sales valuation.
- Managed advertising budgets exceeding BDT 2 Lakh, improving performance through audience targeting and optimization.

Digital Marketing Executive — **Oct 2022 – Jun 2023**

Air Holiday

- Led digital marketing campaigns for Umrah packages and tourist visa services, generating qualified leads through Meta advertising.
- Designed promotional creatives and managed social media presence and client communication to drive customer acquisition.

Sales & Marketing Manager — **Feb 2017 – Sep 2022**

Mashrafe Furniture & Interior

- Directed end-to-end showroom sales, marketing and customer consultation operations, ensuring consistent revenue growth.
- Planned Facebook advertising campaigns and managed the full sales cycle from inquiry to order completion.
- Coordinated production, vendor management and delivery operations to ensure timely project execution.

KEY DEVELOPMENT PROJECTS

Neo AshOS Realtor CRM ERP (Business Automation Platform)

Designed and built, using an AI-assisted development workflow, a fully functional internal ERP and CRM system for a real estate organisation, automating daily operations, employee tracking and reporting and significantly reducing manual workload.

Tech stack: Auth: Auth.js, Keycloak, Auth0, Supabase Auth; Authorization: RBAC, ABAC, OpenFGA; API: REST, GraphQL, tRPC, gRPC; Background jobs: BullMQ, Celery, RabbitMQ; Storage: AWS S3, Cloudflare R2, Supabase Storage; Realtime: WebSockets, Socket.IO, Supabase Realtime; DevOps: Docker, Kubernetes, GitHub Actions; Monitoring: Sentry, Grafana, OpenTelemetry; AI integration: OpenAI API, Claude API, Gemini API, LangChain.

DineX (Restaurant POS)

Currently developing a proprietary Point-of-Sale (POS) and CRM solution for the restaurant industry as a Single Page Application using Vanilla JavaScript (ES6+), HTML5 and CSS3, with Supabase as the backend database and Netlify for deployment, streamlining order processing, table and sales management and client data tracking.

EDUCATION

Bachelor of Science in Computer Science and Engineering (B.Sc. in CSE)
Atish Dipankar University of Science & Technology | 2016 | CGPA 3.75 / 4.00

Higher Secondary Certificate (HSC), Science
AKM Rahmatullah University & College | Dhaka Board | 2012 | GPA 4.63 / 5.00

Secondary School Certificate (Dakhil), Science
Beraid Muhammadia Dakhil Madrasah | Madrasah Board | 2010 | GPA 5.00 / 5.00

CERTIFICATIONS

- AI-Powered Performance Ads Certification, Google Skillshop (via United Latino Students Association), Credential ID 148946905
- Advertising with Meta, Coursera
- Google Ads Search Certification, Aptly (Coursera)
- Google Analytics 4 Certification, United Latino Students Association (Coursera)
- Google IT Support Professional Certificate, Coursera
- Introduction to Google SEO, University of California, Davis (Coursera)
- Google Digital Marketing & E-commerce Professional Certificate, Coursera

TRAINING

- Computer Basic & ICT Application, Youth Development Training Center, 6 months
- Freelancing & Outsourcing, Youth Development Training Center, 6 months
- Digital Marketing, Coders Trust Bangladesh, 12 months
- Computer Science & Application, IT Computer City, 6 months

LANGUAGES

Bengali (native), English (professional proficiency)

REFERENCES

Available upon request.