



YEASIRE ARAFAT

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SUMMARY

Dynamic Digital Marketing Specialist with a proven track record in social media advertising and management, search engine Ads and pixel setup and conversion API. Skilled in creating data-driven strategies to boost brand visibility, engagement, and ROI. Adept at using analytics to optimize campaigns and deliver measurable results while building strong client relationships in competitive industries.

WORK EXPERIENCE

Meta Ads Expert, Kome Dei Jan 2025 - Present

- Developed and managed high-performing Meta ad campaigns, driving increased ROI and engagement.
- Conducted audience research and implemented precise targeting to optimize ad performance.
- Monitored and analyzed ad metrics, making data-driven adjustments to improve CTR and lower CPC.
- Set up and managed Meta Pixel tracking for accurate conversion tracking and campaign optimization.

Digital Marketing Manager, Growth Wave July 2024 - Jan 2025

- Strategized and executed comprehensive digital marketing campaigns, driving measurable growth in brand visibility and engagement.
- Led SEO, social media, and paid ad initiatives, resulting in increased website traffic and conversions.
- Analyzed campaign performance metrics to optimize ROI and inform data-driven marketing strategies.
- Collaborated with cross-functional teams to align marketing efforts with business goals and objectives.

EDUCATION

Higher Secondary Certificate (HSC) July 2016 - Feb 2018
Shahid M. Mansur Ali College, Pabna

ADDITIONAL INFORMATION

- **Technical Skills:** SEO, PPC, Social Media Management, Content Marketing, Email Marketing, Graphics Design, Video Marketing.
- **Certifications:** Digital Marketing, Search Engine Optimization (SEO), Data Entry.