

# YEASIRE ARAFAT

## Digital Marketer

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 Pabna Sadar, Pabna - 6600

### ABOUT ME

I am a digital marketer and WordPress developer focused on building e-commerce stores that sell. I combine technical web design with targeted Meta Ads to bridge the gap between site traffic and actual conversions. My goal is to create seamless shopping experiences backed by data-driven strategies that deliver clear, measurable growth.

### EDUCATION

Higher Secondary Certificate (HSC) – 2016-2018

Dakhil – 2016

### WORK EXPERIENCE

Man Modern | June 2024 – Present

#### Digital Marketing Manager

As Digital Marketing Manager at Man Modern, I took over when the business had no sales and minimal operational structure. I identified key challenges, implemented effective business management systems, and launched strategic Meta Ads campaigns using funnel optimization. In parallel, I designed a responsive, high-performance e-commerce website to improve user experience and conversions. I also developed content strategies and provided technical support to maintain smooth daily operations. These combined efforts contributed to significant business growth, with daily customer orders steadily increasing.

Underclothes Mart | February 2024 – Present

#### Digital Marketing Manager

Solely responsible for driving online growth and sales for Underclothes Mart, a profitable, early-stage business. I promote products through organic strategies and occasional Meta Ads campaigns, while also designing and maintaining the e-commerce website to ensure smooth functionality and an engaging user experience. My work supports both immediate revenue generation and long-term brand development.

### SKILLS

- Meta Ads
- WordPress
- e-Commerce Web Design
- Google Ads
- Tracking & Analytics