YEASIRE ARAFAT

DIGITAL MARKETING EXPERT

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PROFESSIONAL SUMMARY

Digital Marketing Expert with 2+ years of freelance experience supporting e-commerce businesses, fashion and clothing brands, and local businesses. Specializes in Meta Ads and custom WordPress & WooCommerce e-commerce website design, with hands-on experience in conversion tracking, analytics, and website customization. Has worked with 30+ clients, built 5+ e-commerce websites, and achieved 7x+ ROAS across client campaigns and own e-commerce campaigns.

CORE EXPERTISE

Performance Marketing	Meta Ads (Facebook & Instagram), campaign optimization, ROAS improvement, Cost Per Purchase reduction
E-commerce Web Design	WordPress, WooCommerce, Elementor Pro, custom e-commerce website design
Tracking & Analytics	Meta Pixel, Meta Conversion API (CAPI), Google Tag Manager custom tracking, GA4 event tracking
Technical Skills	Custom CSS, JavaScript, PHP snippets, WooCommerce customization, website speed optimization
Additional Knowledge	Google Ads — basic knowledge and foundational experience

PROFESSIONAL EXPERIENCE

Independent Freelance Digital Marketing Expert

2024 – Present

- Plan and manage Meta Ads campaigns for client businesses and own e-commerce projects, focusing on sales, conversions, and campaign efficiency.
- Achieved 7x+ ROAS across client and own e-commerce campaigns; reduced Cost Per Purchase through campaign optimization.
- Designed and developed 5+ e-commerce websites using WordPress, WooCommerce, and Elementor Pro.
- Implemented Meta Pixel, Meta CAPI, Google Tag Manager custom tracking, and GA4 event tracking.
- Delivered marketing and website solutions for 30+ clients across e-commerce, fashion and clothing, and local business sectors.

SELECTED ACHIEVEMENTS

- 7x+ ROAS achieved across client and own e-commerce campaigns.
- Reduced Cost Per Purchase through campaign optimization.
- Worked with 30+ clients and built 5+ e-commerce websites.
- Improved website user experience and developed conversion-focused e-commerce experiences.

EDUCATION

Higher Secondary Certificate (HSC) — Shahid M. Monsur Ali College | 2018

LANGUAGES

Bengali — Native | English — Basic

CLIENT INDUSTRIES

E-commerce Businesses • Fashion & Clothing Brands • Local Businesses