

Kawsar Chowdhury

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Summary of Qualification

- 10 years of experience in Facebook advertising. Knowledge about different Media Buying and Planning strategies across all Facebook platforms including Instagram
- 6 years of experience in Google AdWords including Google Display Network, YouTube Ads and Google search Ads
- Proven leadership skills demonstrated through effective time management and successful team management in diverse settings
- Developed Sales team from scratch which now have 100+ clients
- Intermediate knowledge about Google Analytics
- Intermediate knowledge about Search Engine Optimization (SEO)
- Refined knowledge about Wordpress Websites
- Basic knowledge about PHP Laravel
- Experience of operating ecommerce website
- Aptitude for resolving challenges, agile & time management

Work Experience

Co-founder & Managing Partner | Fantasy Digital

JUNE 2016-MARCH 2024

Fantasy Digital is a Digital Marketing agency based in Dhaka, Bangladesh. With 6 permanent and 10+ contractual employees Fantasy Digital serves more than 100 clients all over Bangladesh.

- Created and Managed campaigns at Facebook, Instagram, GDN, Youtube, Linkedin & Tiktok
- Managed multiple clients and projects at a fast paced team environment
- Monitored the campaigns and sent report to clients on a regular basis
- Optimized campaigns to achieve ROI and CPA
- Discovered new products or services
- Lead and monitored the sales team
- Supervised content development
- Suggested proper campaign plan for individual clients
- Maintained collaboration between in house teams and customer
- Made sure that customers are satisfied with campaign results, made necessary changes if needed

Digital Marketing Manager | Landtech Properties Ltd.

October 2014 – April 2016

- Planned digital marketing campaigns (web, SEO, email and social media)
- Maintained social media presence across all digital channels
- Collaborated with online market places
- Measured and reported the performance of all digital marketing campaigns

Executive, MCR (Master Control Room) | Channel 24

March 2012 – February 2013

- Scheduled and operated 24 hour run-down
- Made sure that all the programs are on schedule
- Kept communication with PCR (Program Control Room)
- Maintained smooth transitions between live programs
- Played all the video and pop-up advertisements
- Took instant decisions if there was any delay or problems during live broadcast

EDUCATION

Master of Business Administration, Management Information Systems | University of Dhaka

March 2013- May 2015 | Dhaka, Bangladesh (Credential evaluated by WES)

Bachelor of Science in Engineering, Electrical and Electronic Engineering | American International University, Bangladesh

January 2008- February 2012 | Dhaka, Bangladesh (Credential evaluated by WES)

CERTIFICATIONS

The Fundamentals of Digital Marketing | Google

March 2023 | Credential ID: UTK 6EW BHA

SEO Crash Course | Semrush

January 2024 | Credential ID: 3fdaab330f