

# Mir Unes Efti Zisan

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Portfolio | LinkedIn

## Professional Objective

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Experienced Digital Brand Marketing Manager pursuing an MBA, with a proven track record in end-to-end brand management, portfolio marketing, and driving strategic business outcomes. Adept at aligning marketing initiatives with overarching company and brand strategies to deliver measurable ROI. Skilled in optimizing paid media campaigns, enhancing user experiences, and managing multi-channel marketing communications. Seeking a managerial role in Brand Communications or Corporate Affairs to lead portfolio marketing strategies, develop impactful marketing roadmaps, and explore innovative communication solutions across diverse platforms..

## Experience

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**Assistant Manager, Digital Marketing Consumer Engagement**, BRAC – Dhaka, BD June 2022 – Aug 2022

- Led digital media strategy development in collaboration with media agencies, grounded in audience behavior insights
- Oversaw end-to-end execution and optimization of digital campaigns, including social media content and performance marketing across all channels.
- Managed BDT 8 crore ( USD 1.1 million) annual digital media budget, including planning, allocation, and financial reporting.
- Fostered strong partnerships with media agencies, evaluating performance and aligning brand messaging across platforms.

**Digital Marketing Executive**, Panjeree Publications Ltd – Dhaka,BD October 2021 – March 2022

- Executed integrated search, display, video, and Meta Ads campaigns, ensuring alignment with strategic campaign briefs and marketing objectives.
- Monitored performance metrics and KPIs across channels, delivering actionable optimization insights to enhance campaign impact.
- Contributed to a 50.05% increase in E-Commerce sales and a 65.49% growth in order volume through data-driven performance marketing initiatives.

**Executive, Social Media Marketing**, Maritime Entrepreneurs Pte Ltd. - MEPL – Dhaka,BD October 2020 – January 2021

- Planned and optimized social media content to drive brand awareness and engagement for a food-selling startup.
- Conducted competitor analysis to inform content strategy and identify market opportunities.
- Managed Meta Ads campaigns focused on generating E-Commerce sales and boosting online conversions.

**Junior Apprentice**, , Grameenphone – Dhaka,BD June 2015 – February 2016

- Served a high-volume customer base at Grameenphone, Bangladesh's largest telecom operator with over 100 million users, ensuring query resolution within an average of 55 seconds per call.
- Utilized CRM systems to efficiently log and manage customer interactions, ensuring accurate documentation and follow-ups.
- Achieved back-to-back Employee of the Month recognition as a new joiner for outstanding performance and customer satisfaction.
- Applied SQL to extract and analyze customer data, supporting insights for service improvement and reporting.

## Education

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**Grand Canyon University**, Master's in Business Administration (MBA) Sept 2024 – January 2026

- CGPA: 3.66/4.0

– **Coursework:** Leadership and Organizations, Economics, Quantitative Methods, Marketing Management, Managerial Accounting, Operations Management, Managerial Finance, & Strategic Management

**East West University**, Bachelor of Business Administration (BBA)

July 2014 – August 2019

– **Coursework:** Mathematics for Business & Eco, Statistics for Business & Eco, Brand Management, Marketing Management, Business Communication, Enterprise Information Systems, International Business, & Production Operations Management

## Skills

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**Platforms & Tools:** SQL, Google Analytics 4, Google Tag Manager, SEMrush, Google Ads, Meta Ads, HubSpot, Adobe Analytics, Adobe Premiere Pro, WordPress, Silverpush, ADcolony, CGI

**Core Competencies:** Digital Marketing, Social Media Marketing, Social Media Monitoring, Content Analysis & Optimization, Campaign Management, SEO & SEM, Programmatic Ads, In Game ADS, Budgeting

## Certifications

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Conversion Optimization Certification Exam- (Google)

Content Marketing - HubSpot Academy

Campaign Manager 360 Certification Exam- (Google)

LinkedIn Marketing Strategy – (LinkedIn)

Social Media Monitoring: Strategies and Skills – (LinkedIn)

## Top Marketing Research Projects

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### The Recipe for Modern Marketing Success

ResearchGate

- Analyzed modern marketing strategies through the AIDA model, highlighting the impact of AI-driven personalization, content marketing, and social media on consumer engagement.
- Identified key challenges in digital marketing, such as data privacy and multichannel management, and proposed AI-powered solutions to enhance compliance and performance tracking

### Navigating the Cold Brand War: Strategies and Impacts

ResearchGate

- Explored the concept of the "Cold Brand War," analyzing how global brands leverage technological innovation and cultural identity to gain a competitive advantage.
- Assessed the impact of brand-driven rivalry on consumer behavior, market concentration, and the need for regulatory frameworks to promote fair competition.

## Campaigns

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- Led “A Glass of Milk Daily” campaign (Oct–Dec 2022) to boost national milk consumption awareness for Aarong Dairy Milk.
- Executed “Oh, My Cheese!” campaign (Jul–Aug 2022), driving a 37% increase in Aarong Dairy Cheese sales.
- Launched “Gol-e-Goal-e-Celebration” campaign (Nov–Dec 2022), enhancing brand visibility for Aarong Dairy Sweet.
- Rolled out “Eid er Notun Shad” user-generated recipe campaign (Jul 2023) with Prothom Alo, achieving 1,000+ entries and 11 crore (1.1 million) in monthly sales.
- Organized a sustainability-themed craft competition using Aarong Dairy yogurt containers, culminating in an exhibition with Prothom Alo that raised funds for BRAC’s floating schools and rewarded student innovators.