

Driving Scalable Growth Through Data-First Marketing

Digital Media Buying | Social Media Management |
Content Strategy | Email Marketing | Lead Generation

at**ick**ul

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Service Introduction

I am a Digital Marketing Specialist focused on scaling small to medium-sized enterprises (SMEs) through strategic media buying, lead generation, and multi-channel campaigns.

I solve low traffic & poor leads with targeted paid ads, social growth, content funnels, and email automation

1 PAID ADVERTISING

- META, GOOGLE & LINKEDIN ADS
- ROAS FOCUSED
- \$200K+ AD SPEND MANAGED

2 SOCIAL MEDIA MANAGEMENT

- CONTENT CALENDARS
- COMMUNITY GROWTH
- UGC CAMPAIGNS
- ENGAGEMENT ↑ 200%+

3 CONTENT STRATEGY

- AUDIENCE-FIRST STORYTELLING
- SEO-OPTIMIZED
- CONVERSION-DRIVEN FUNNELS

4 EMAIL MARKETING

- AUTOMATED NURTURE FLOWS
- SEGMENTATION
- AVERAGE CTR
- CRM INTEGRATION

Service Specs

DIGITAL ADS

- Meta Ads
- Google Ads
- LinkedIn Ads

SOCIAL MEDIA MANAGEMENT

- Business Account Management
- Page Management
- Content Management
- Query Management

CONTENT STRATEGY

- Content Calendar
- Copywriting
- Concept

EMAIL MARKETING

- Email Automation
- Email Content
- Segmentation
- Result Tracking & Analysis
- Tools Integration

LEAD GENERATION

- Collect Leads
- Validate Leads
- Leads Formatting

Experience Summary

30+

BRANDS MANAGING EXPERIENCE

100,000+

SPENT ON META ADS

50,000+

SPENT ON GOOGLE ADS

10,000+

SPENT ON LINKEDIN ADS

100+

EMAIL CAMPAIGN MANAGING
EXPERIENCE

Tools Proficiency

Ad
Management
Tool



Analytical Tools



Operational Tools



Design Tools



Automation Tool



Email Marketing



Brand Managing Experience

HEALTHCARE



IT & TECH



ECOMMERCE



MEDIA



INTERNATIONAL FRANCHISE



CO-WORKING SPACE



Work Demonstrations

My Recent Spending on Meta Ads with a popular healthcare group in South Asia

83 Opportunity score Updated just now Review and p...

All ads Actions High performing Active ads + 1 more view

by name, ID or filters

Campaigns **Ad sets** **Ads** Maximum: May 11, 2025

Create Duplicate Edit A/B test More Columns: Performance and clicks Breakdown Reports Export

Off / On ↑↓	Campaign ↑↓	Views ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Ends ↑↓
<input checked="" type="checkbox"/>	Orthopaedic Reels_Lead Generation_09.06.25	5,460	8,271	1.30 Per Messaging Conver...	\$50.00 Lifetime	\$9.45	Jun 20, 2025
<input checked="" type="checkbox"/>	Eid Greetings_Engagement_07.06.25	1,940	51,325	1.61 Per Post Engagement	\$20.00 Lifetime	\$16.01	Jun 12, 2025 ⚠️ 1 day left
<input checked="" type="checkbox"/>	Page Likes_04.06.25	3,717	148,847	1.60 Per Follow or like	\$120.00 Lifetime	\$77.63	Jun 14, 2025
<input checked="" type="checkbox"/>	Lead_Ortho_27.05.25	2,946	70,629	1.64 Per Meta lead	\$150.00 Lifetime	\$57.50	Jun 30, 2025
<input checked="" type="checkbox"/>	Engagement Campaign_16.04.25	3,269	418,295	2.28 Per Post Engagement	\$150.00 Lifetime	\$149.97	May 15, 2025
<input type="checkbox"/>	Test - Engagement_May_06.05.25	2,172	1,137	1.01 Per Link Click	Using ad set bud...	\$0.22	May 31, 2025
<input type="checkbox"/>	Engagement_May_06.05.25	3,455	2,280	1.01 Per Link Click	\$150.00 Lifetime	\$0.31	May 31, 2025
<input checked="" type="checkbox"/>	Traffic_Ovarian Cancer_27.05.25	2,993	570,100	2.56 Per Lead	\$70.00 Lifetime	\$70.00	Jun 10, 2025
Results from 20 campaigns ⓘ		3,643	7,572,528	2.79	—	\$1,772.77	
		scou...	Total	Per Accounts Center ac...		Total spent	

Most Recent Lead Generation Ads spending & result on Facebook.

83 Opportunity score Updated just now Review and publish ...

Actions High performing Active ads + 1 more view Create a view

Ad sets or Leads Search by name, ID or filters Clear

Ad sets Ads Maximum: May 11, 2022 - Jun 11, 2025

Edit A/B test More Columns: Performance and clicks Breakdown Reports Export Charts

Ad name	Results	Reach	Views	Frequency	Cost per result	Budget	Amount spent
tho_27.05.25	6 Meta leads	42,946	70,629	1.64	\$9.58 Per Meta lead	\$150.00 Lifetime	\$57.50
neration_04.05.25	16 Meta leads	28,058	47,827	2.01	\$6.88 Per Meta lead	\$110.00 Lifetime	\$110.00
ad Generation Ads_11.03.25	30 Meta leads	27,564	80,937	2.93	\$7.00 Per Meta lead	\$210.00 Lifetime	\$209.85
Care_Lead Generation_20.03.25	2 Meta leads	21,179	59,687	2.66	\$50.00 Per Meta lead	Using ad set bud...	\$99.99
ck Foong_Lead Generation	106 Meta leads	76,152	185,125	2.42	\$0.94 Per Meta lead	\$100.00 Lifetime	\$100.00
from 5 campaigns	160 Meta Leads	175,819 Accounts Center accou...	444,547 Total	2.55 Per Accounts Center ac...	\$3.61 Per Meta lead		\$577.57 Total spent

Most Recent Ads History with a popular healthcare brand

Duplicate Edit A/B test More Columns: Performance and clicks Breakdown Reports Export Cha							
Campaign ↑↓	Amount spent ↓	Ends ↑↓	Impressions ↑↓	CPM (cost per 1,000...)	Link clicks ↑↓	Shop clicks ↑↓	CPC (cost per link click) ↑↓
Liver Day_Traffic_19.04.25	\$292.05	May 4, 2025	3,479,769	\$0.08	22,563	—	\$0.01
PTCA Lead Generation Ads_11.03.25	\$209.85	Apr 10, 2025	80,731	\$2.60	379	—	\$0.55
Engagement Campaign_May	\$150.00	May 31, 2025	718,279	\$0.21	5,456	—	\$0.03
Engagement Campaign_16.04.25	\$149.97	May 15, 2025	417,968	\$0.36	628	—	\$0.24
Page Like_19.04.25	\$149.96	May 19, 2025	510,979	\$0.29	403	—	\$0.37
Lead Generation_04.05.25	\$110.00	May 31, 2025	56,396	\$1.95	346	—	\$0.32
medical evacuation_mike story_video views	\$100.00	Apr 20, 2025	376,385	\$0.27	421	—	\$0.24
Lui Hock Foong_Lead Generation	\$100.00	Feb 7, 2025	184,333	\$0.54	807	—	\$0.12
Results from 20 campaigns ⓘ	\$1,772.77 Total spent		8,193,900 Total	\$0.22 Per 1,000 Impressions	42,068 Total	— Total	\$0.04 Per Action

Meta Ads History for a reputed co working space located in the capital of Dhaka

Updated just now ↻ Discard Drafts Review and publish (8)

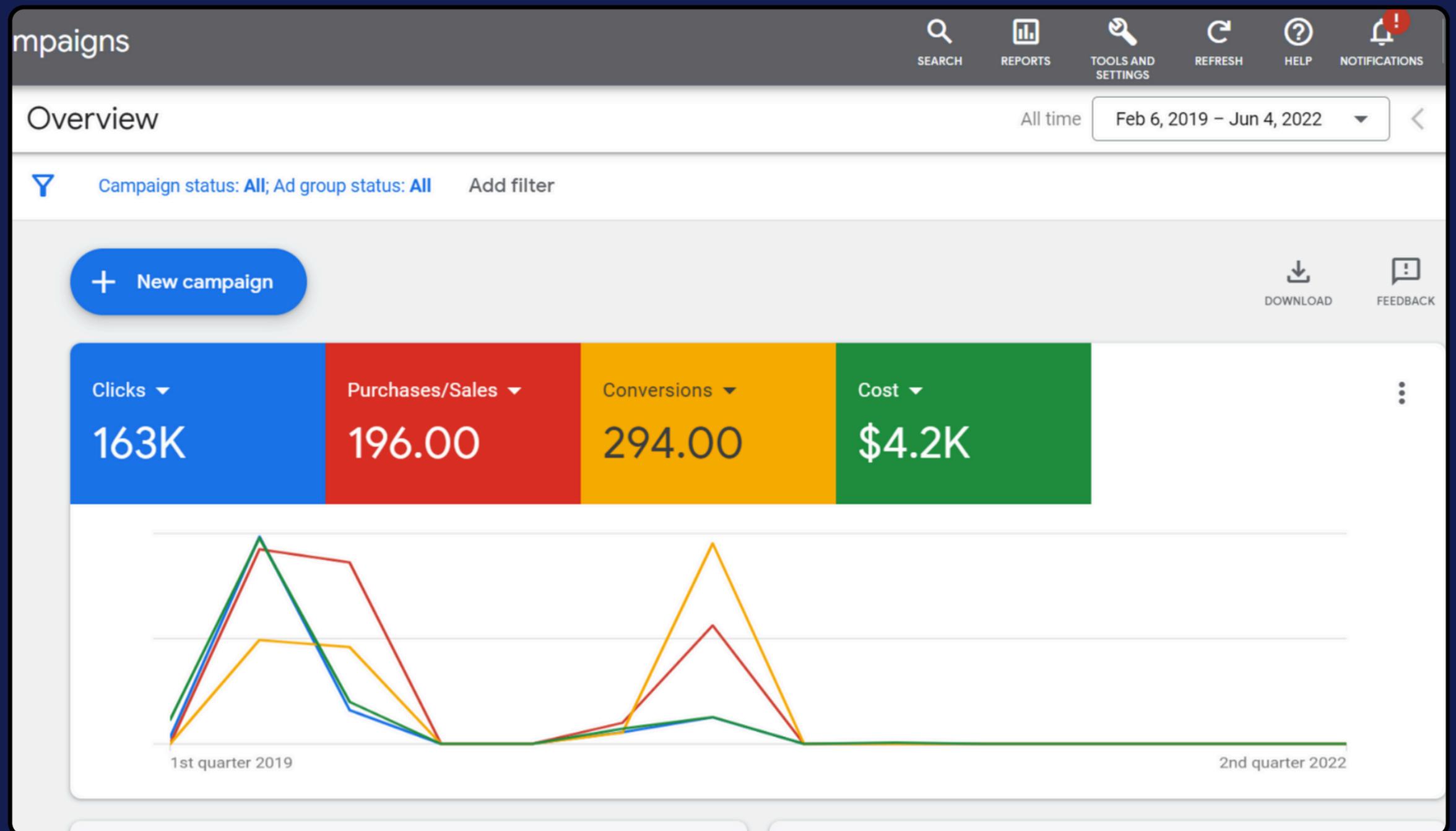
filter Maximum: 25 Jan 2023 - 24 Mar 2024

Ad sets Ads

📄 ▼ Edit ▼ 🧪 A/B test 📄 ↶ 🗑️ ↷ 🏷️ Rules ▼ View Setup 🔴 📊 ▼ 📄 Reports ▼ 📄 Export ▼

Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
WS 101_Engagement_24.03.24	—	—	—	—	—	—
WS 101_Engagement_22.03.24	—	—	—	—	—	—
May New Engagement	7-day click or 1...	—	117,128	243,982	—	\$233.36
WorkStation 01_Traffic_Messenger_06.03.24	7-day click or 1...	— Link click	—	—	— Per link click	\$0.00
WorkStation 101_Private Office_Engagement...	7-day click or 1...	41 [2] Messaging conversation...	70,874	148,215	\$1.22 [2] Per messaging c...	\$50.00
WorkStation 101_Page Like_04.03.24	7-day click or 1...	743 Follows or likes	7,149	14,707	\$0.06 Per follow or like	\$45.00
Engagement_Private Office & Person_04.02.24	7-day click or 1...	5,405 Link Clicks	207,745	575,376	\$0.02 Per link click	\$100.00
Results from 33 campaigns ⓘ Excludes deleted items	7-day click or ...	— Multiple conversions	1,970,691 Accounts Centr...	3,719,531 Total	— Multiple conversions	\$1,407.93 Total Spent

Google Ads spending with a renown ecommerce brands of Bangladesh



Top Performing Google Ads stats with an ecommerce brand in Bangladesh

The screenshot displays the Google Ads interface with a focus on campaign performance and conversion tracking. The top navigation bar includes icons for Search, Reports, Tools and Settings, Refresh, Help, and Notifications. Below the navigation, the campaign status is set to 'All' for both campaigns and ad groups. The main content area is divided into two columns. The left column shows a table of campaigns with columns for Cost, Clicks, and CTR. The right column provides instructions on how to measure conversions, including a checklist and two options: 'Email tag' and 'Install tag yourself'. At the bottom, there are sections for 'Search keywords' and 'Searches'.

Campaigns	Cost	Clicks	CTR
Search Network Ad	\$1,311.87	46,627	2.69%
999 Jersey	\$555.60	34,440	2.35%
Pre Ramadan	\$451.91	25,594	0.43%
BAUMA Search 2	\$335.21	2,008	12.38%
RB01	\$303.42	15,351	0.71%

Measure conversions

- 1. A conversion action has been created, but the tag is not yet verified for: [Web Traffic 1](#)
- 2. Add the tracking code to your website

To complete setup, you'll need to add the tracking code to your website

[Email tag](#) [Install tag yourself](#)

[Manage conversions](#)

Search keywords [+ Add keyword](#)

Searches Sort by: [Impressions](#)

Searches Words

Ad Spending record for a tech solution product

Off / On	Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	Tailored messages campaign 12/05/2024 Ca...	Using ad set bud...	—	—	—	—	—	—	Ongoing
<input checked="" type="checkbox"/>	Page likes	\$5.00 Daily	7-day click or 1...	8,327 Follows or likes	141,317	354,744	\$0.01 Per Follow or like	\$117.30	Aug 10, 2023
<input checked="" type="checkbox"/>	New Engagement campaign	Using ad set bud...	7-day click or 1...	21,136 Post engagements	153,330	246,277	\$0.003 Per Post Engagement	\$68.70	Jul 26, 2023
<input checked="" type="checkbox"/>	Moshar Machine_Page Like_12.06.24	Using ad set bud...	7-day click or 1...	1,680 Follows or likes	37,223	80,532	\$0.03 Per Follow or like	\$50.00	Jun 30, 2024
<input checked="" type="checkbox"/>	MM_Uttara Dakshinkhan_Engagement_29.03.24	Using ad set bud...	7-day click or 1...	352,636 Post engagements	558,394	789,063	\$0.0001 Per Post Engagement	\$50.00	Apr 12, 2024
<input checked="" type="checkbox"/>	MM_Engagement_Dengue Campaign_24.06.24	Using ad set bud...	7-day click or 1...	1.78 [2] Messaging convers...	22,290	51,136	\$0.28 [2] Per Messaging Con...	\$49.95	Jul 15, 2024
<input checked="" type="checkbox"/>	[15/08/2023] Promoting Moshar Machine	\$5.00 Daily	7-day click or 1...	1,192 Follows or likes	49,553	84,711	\$0.03 Per Follow or like	\$34.99	Aug 22, 2023
<input type="checkbox"/>	Moshar Machine_Dakshinkhan_10.04.24	Using ad set bud...	7-day click or 1...	4.14 [2] Messaging convers...	73,138	96,082	\$0.07 [2] Per Messaging Con...	\$30.89	Apr 17, 2024
<input checked="" type="checkbox"/>	MM_Page Like_15.05.24	Using ad set bud...	7-day click or 1...	61.5	16,325	32,711	\$0.05	\$30.00	May 31, 2024
Results from 21 campaigns ⓘ Excludes deleted items			7-day click or ...	— Multiple conversions	1,672,354 Accounts Center acco...	2,621,443 Total	— Multiple conversions	\$555.37 Total spent	

Brevo

- Home
- Contacts
- Campaigns**
- Templates
- Statistics
- Settings
- Automations
- Transactional
- Conversations
- Deals

Ortho Disc Mar 2025 Campaign_(14.03.25) Export report

#24 • Sent on Mar 14, 2025 11:30 AM

Subject: 20% Off Orthopaedic Admissions This March - ...

From: [Redacted]

Reply to: [Redacted]

Overview Deliverability Opens Clicks Unsubscribes

Campaign performance Apple MPP opens included.

Delivered 2,146 <a>View	Opens [?] 179 <a>View	Unique clicks [?] 1 <a>View	Unsubscribes 2 <a>View
Delivery rate 98.31%	Open rate [?] 8.34%	Click-through rate 0.05%	Unsubscribe rate 0.09%

Statistics of some of my recent email marketing

Webinar invitation through email to medical professional and here is the result

Usage and plan IHH Healthcare S...

PCC CME Webinar Invitation_09.04.25 Export report

#31 • Sent on Apr 10, 2025 11:33 AM

Subject: Register for the CME Webinar on Colorectal Cancer

From: [Redacted]

Reply to: [Redacted]

Overview Deliverability Opens Clicks Unsubscribes

Campaign performance Apple MPP opens included.

Delivered 344 <a>View	Opens [?] 88 <a>View	Unique clicks [?] 9 <a>View	Unsubscribes 0 <a>View
Delivery rate 96.9%	Open rate [?] 25.58%	Click-through rate 2.62%	Unsubscribe rate 0%

Google Ads Spendings stats for a popular hospital located at Singapore

Month On Month Search Performance

	Month ▾	Cost	Impr.	Clicks	CTR	Avg. CPC	CPA	Conv	Conv. rate
1.	Dec 2024	\$246.77	916	121	13.21%	\$2.04	\$49.35	5	4.13%
2.	Jul 2024	\$891.8	2,331	240	10.3%	\$3.72	\$445.9	2	0.83%
3.	Jun 2024	\$1,620.9	3,818	427	11.18%	\$3.8	\$95.35	17	3.98%
4.	May 2024	\$758.27	1,496	161	10.76%	\$4.71	\$28.08	27	16.77%
	Grand total	\$3,517.74	8,561	949	11.09%	\$3.71	\$68.98	51	5.37%

Thank You!

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