Tasnim Rahman

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LinkedIn

Marketing expert with 7+ years of experience in traditional and digital marketing, including FMCG. Passionate for crafting and executing impactful marketing strategies to drive growth and brand excellence. Skilled in data driven decision making for optimising ROI, PPC, SEO, innovative marketing campaigns, and content creation. Recognised as a natural leader with a strategic vision to bring long term growth to the company.

Education

MSc in International Business Management (NFQ Level 9), **Griffith College Dublin**
February 2019 - June 2020

Bachelor of Social Science in Media Studies University of Dhaka

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Experience

Igoe International Ltd./ Marketing Manager
June 2022- Present, 135 Slaney Road, Dublin Industrial Estate, Glasnevin, D11AW6D

- Develop comprehensive marketing strategies aligned with the company's goals and objectives. Identify target markets, key messages, and competitive positioning to differentiate the organisation in the market.Recently launched the affiliated venture 'Owl Waterproofing' in the United States, Netherlands, Czech Republic, Sweden and the United Kingdom. Achieved significant market penetration within a short timeframe.
- Responsible for the development and execution of comprehensive marketing campaigns across multiple channels:
    - **Digital:** PPC, SEO, Email Marketing, Text Message Marketing, Lead Generation Campaigns, Blogs
    - **Print:** Design and distribution of promotional materials
    - **Events:** Organizing and managing training sessions, product demonstrations, launching new products in the market, field visits, and participation in festivals and industry events.

- Monitor advertising and conversion rates in USA, UK & EMEA markets (e.g. Google Analytics GA4, Google AdWords, Google Data Studio, Facebook Insights etc.)
- Manage the marketing budget, setting the priority and allocating resources to different campaigns and channels to maximise ROI.
- Ensure consistent visual identity and regularity across all marketing channels from digital to traditional.
- Conduct market research to gather insights into customer needs, trends, preferences, and behaviour. Use analytics for data driven decision-making and optimise marketing strategies across various touch points on a monthly or bi weekly basis.
- Collaborate with internal and external stakeholders to inform product, sales, and marketing efforts.
- From designing to sales monitor, plan and communicate market and industry trends, including regulatory, technology, macroeconomic conditions, competitive news, etc.
- Mentoring a team of marketing, designing professionals, sales and interns, providing guidance and support to ensure their success in executing marketing campaigns and achieving shared objectives.

Igoe International Ltd / Social Media Manager

December 2021 - June 2022, 135 Slaney Road, Dublin 11. D11 AW6D

- Managing multiple social media accounts on platforms like Facebook, Twitter, Instagram, YouTube, and TikTok. This includes scheduling daily posts, reels, short videos, monitoring online conversations, and handling customer inquiries efficiently.
- Designing and managing the new website for Igoe International Ltd. , Owl Waterproofing (Both in Ireland, UK & USA) (www.igoe.ie: Operating Only in Ireland) (www.owlwaterproofing.com: Operating in the USA), (www.owlwaterproofing.co.uk: Operating in Ireland & UK), (www.lava20waterproofing.com: Operating in Ireland, UK & EMEA markets).
- Manage and develop the contents of the website, developing the SEO, Google Ads, Setting up the merchant account, Google Analytics (GA4) optimising and monitoring website/social traffic on a daily/ monthly basis, identifying top referrals.
- Pioneered digital marketing strategy to achieve 200% surge in organic engagement within 2 months by launching the first TikTok Business

account, Instagram reels, LinkedIn Business Page, Pinterest, Twitter and YouTube shorts.

- Improved user conversion rates to 73% in 6 months with organic content & built targeted strategies including PPC to increase on-site user and website traffic engagement utilising competitive analysis from SEMRush and Uber-suggest.
- Management of events calendar, promoting on social media and ensuring listed on all relevant websites
- Capture, edit and deliver engaging digital content, work with internal teams to identify seasonal products/ opportunities/events
- Keeping up-to-date with current digital trends and suggesting new ideas to enhance the digital strategy.
- Igoe International: Website, Facebook, Instagram, TikTok, YouTube, Pinterest, Twitter, LinkedIn
- Owl Waterproofing: Facebook, Instagram, TikTok, YouTube, LinkedIn

Amharc Tech/ Sales Marketing Executive

January 2020 - December 2021, Ivy Exchange, 174 Granby Pl, Dublin 1, D01 F7H7

- Plan and execute marketing campaigns for services like Website Development, PPC, SEO, and GA4 analytics.
- Optimize campaigns across platforms such as Google Ads, Facebook Ads, and LinkedIn.
- Develop customer journey maps and identify potential clients and target markets through research and networking.
- Monitor and analyze marketing performance using GA4 analytics, server-side tagging, and Facebook API conversions.
- Build and manage a user specific and tailored sales funnel with clear stages and convert potential leads to clients.
- Build and maintain strong relationships with new and existing clients and act as the primary point of contact for client inquiries and feedback.
- Work closely with the development, operations, and client support teams to deliver client-specific software customizations.
- Conduct product demos for System Management Software, SMS Workflow Software, EPOS Systems, and digital marketing tools.

Cosmos Ireland / Digital Marketing Coordinator (Sales, Customer Acquisition)

April 2019 - January 2020, House New Row, N Main St, Naas East,, Co. Kildare, W91 WKV9

- Engaged in client acquisition and negotiations with stakeholders (cold calls, emails, field visit), primarily focused on local enterprises in Kildare, Sallins & Naas.
- Optimising the digital footprints of the clients by providing comprehensive support for inbound marketing strategies, including PPC, Email Marketing, SEO, and day-to-day content initiatives.
- Researching the insights and finding the touchpoints of the potential clients and converting these leads to regular clients.
- Generating prospective leads through cold calls and targeted emails and generating a long term relationship with top-notch service.
- Some of the clients I have worked with: Alex Jane Kitchens Talentpool Ltd. , Nolan Properties Sales & Rentals Limited, Bercerts Ireland

Fiverr Us / Content Creator/ Freelance
January 2018 - June 2022, **Desig9savvy Fiverr**

- Creating video promo & social media ads for clients worldwide
- Designing Illustration, Graphics, Flyer, Social Media Ad & Campaigns
- Creating Video Promo, social media ad clips including planning
- Carry out effective market research and competitor analysis across various segments for possible digital marketing opportunities
- Completed more than 50 individual orders from different companies around the world with 4.9 rating out of 5.0

Certification

Hubspot- Inbound Marketing & SEO

Google- Foundations: Data, Data Everywhere
https://coursera.org/share/616f59454d978acfff1ad3bd14813afd

IBM- Introduction to Data Analytics
https://coursera.org/share/bf30ca148db86b2924ac889b4aeb95ff

UCDAVIS- SQL for Data Science
https://coursera.org/share/b8792e3c6c11e871e019f1bdd47bac55

Awards

Stipendium Hungaricum Govt. Scholarship to pursue MSC

Software

Hubspot, Hootsuite, Adobe Suite, Canva, Procreate, Adobe Photoshop, Adobe

Illustrator, Adobe Premiere Pro, Heyorca, Microsoft Office, Balsamiq, Figma, Wordpress, Weebly, OpenCart, MailChimp, Mmunic, Shopify etc.

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Driving License

Full Clean Irish Driving License with Personal Vehicle.