

Md Abdullah

Meta Ads & Performance Marketing Specialist

Open to EU relocation & remote · hello@mdabdullah.dev · LinkedIn: /in/mdabdullah

Summary

Performance marketer with 5+ years scaling e-commerce brands through Meta, Google & TikTok Ads. \$1M+ in managed ad spend across 50+ brands and 15+ industries. Full-funnel strategy — from creative testing and audience architecture to tracking (CAPI/GA4) and CRO — with a peak 10x ROAS on seasonal launches.

Core Focus Areas

- KPI optimization: ROAS, CPA, CTR, AOV, LTV
- Paid media: Meta Ads, Google Ads, TikTok Ads
- Tracking: Meta Pixel, Conversion API (CAPI), GA4, GTM
- E-commerce & CRO: WordPress, WooCommerce, Shopify, landing pages

Experience

Head of Performance Marketing — Swapon's World

2024 — Present

Leading paid acquisition across Meta & Google. Scaled monthly ad spend while holding a 4.2x blended ROAS.

Senior Media Buyer — Comforthat · Selltaz · atozlive

2023 — 2024

Managed multi-brand Meta portfolios; reduced CPA by 38% through creative testing frameworks.

Performance Marketing Lead — Abron Sofa Cover BD & Kashful

2022 — 2023

Owned full funnel: audience research, creatives, tracking (CAPI), CRO. Doubled monthly revenue in 90 days.

Media Buyer — Sticker Manufacturer BD

2022

D2C launch — 220+ orders in first 30 days at \$3.10 CPL.

Meta Ads Specialist — Respiteways / Manhatradehouse

2021 — 2022

B2B/B2C hybrid campaigns; 2.8% average CTR and -35% CPA vs. baseline.

Growth Marketer — Oxio Software

2021

SaaS demand-gen combining paid + organic — 3.1x MQL growth in 4 months.

Founder & CEO — Digiaishop.com

2023 — Present

Founded niche e-commerce store; scaled to \$28K monthly revenue in 6 months end-to-end.

Meta Ads Manager — Rashifashion · Rashiworld

2019 — 2020

Fashion vertical media buying with peak 10x ROAS on seasonal launches.

Freelance Media Buyer — Ojantaladiesshop · Beauty of Victoriya · Slimify

2026 — Present

Multi-account Meta portfolios averaging 5.6x blended ROAS.

Education

BBA — Marketing · Khwaja Yunus Ali University (2020 — 2024)

HSC — Higher Secondary Certificate (2018 — 2020)

SSC — Secondary School Certificate (2016 — 2018)

Certifications

Digital Marketing & AI Tools · Search Engine Optimization · Affiliate Marketing · WordPress Development · CPA Marketing

Skills & Tools

Meta Ads Manager · Google Ads · TikTok Ads · Google Tag Manager · GA4 · Meta Pixel · Conversion API (CAPI) · WordPress · WooCommerce · Shopify · A/B Testing · CRO · Landing Page Design · Retargeting · Lookalike Audiences · Advantage+

Languages

Bengali (Native) · English (Professional) · Hindi (Conversational)