

REDOWAN AHMED FARHAN

DIGITAL MARKETER | AI AUTOMATION STRATEGIST

Contact

467 Donia, Dhaka
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Skills

Hard Skills

- Meta Ads/CAPI
- Google Ads (Search/Display)
- GTM Server Side Tracking
- Funnel Building & CRO
- Media Buying
- AI Automation

Soft Skills

- Problem solving
- Leadership
- Communication
- Analytical Thinking

Standardized Tests

IELTS
Score : 7.5 (out of 9)
(Listening-8.5, Speaking-7.5, Reading-7, Writing-7)
Year of Completion: 2023

GRE
Score: 317 (out of 340)
(Verbal-159 ,Quant-158)
Year of completion: 2023

Profile

Adaptable professional with experience in Digital marketing and AI Automation seeking to grow in the digital space, eager to apply creativity, analytical skills, and strategic mindset to deliver value in digital campaigns.

Experience

Manager
TalkGens LLC | 2025(March) - Present
Business Development Team
- Executed LinkedIn Lead Gen Form campaigns targeting C-suite decision makers, achieving a 12% conversion rate and an average CPL of $18 for software clients.
- Automated lead generation pipeline integrating LinkedIn, Apollo.io, and CRM, reducing research time by 70%.
- Automated cold email marketing that reduced manual outreach time by 87% while scaling capacity from 50 to 500 leads monthly and achieving 28% open rates, 8% reply rates, and 10-12 qualified meetings per month.
- Built AI inbound call agent, automating 75% of customer inquiries, cutting operational costs by 70%, and providing 24/7 support availability.

Assistant Manager
Ministry of Primary & Mass Education, BNFE| 2024 (Jan) - 2025(Feb)
Finance & Accounts Department (PEDP-4, Subcomponent 2.5)
- Automated employee salary calculations, deductions, and bonuses using Python (openpyxl, pandas), reducing processing time by 30%.
- Automated payment verification, tax/VAT deductions, and compliance reporting, increasing efficiency by 65%
- Developed Power BI and Excel dashboards to monitor financial KPIs and enable data-driven decision-making.

Digital Marketing Executive
Beximco Communications Limited | 2021(March) - 2023(February)
Department of Marketing
- Designed and executed multi-stage content funnels (TOFU / MOFU / BOFU) across Meta and Google, improving lead-to-customer conversion rate by 22%.
- Collaborate with creative and content teams to design high-performing ad creatives and storytelling funnels; managed asset briefs, feedback loops, and creative refresh cycles to combat ad fatigue
- Executed integrated digital marketing campaigns across social media, email, search, and display channels to drive engagement and conversions

Certifications & Courses

Meta Professional Social Media Marketing
Coursera, 2025
Social media Strategy, Paid advertising and Analytics

Advertising with Meta
Coursera***, 2025***
Campaign architecture, Targeting & strategy and Budget management

Complete AI Automation And Agentic AI
Udemy, 2026
Deploy, monitor, and scale AI-driven workflows for production-ready automation

Agentic AI Bootcamp: AI Agents with Python, n8n, MCP & RAG
Udemy, 2026
Build hands-on projects including Deep Research Agents, Voice ,Marketing Bots and Lead Gen Systems

References

Jahid Hasan
CEO
Talkgens LLC
JahidCEO@talkgens.com

Ali Akber
Deputy Director
BNFE, Ministry of Primary & Mass Education
ddfinance@bnfe.gov.bd

Client Projects

E-COMMERCE PERFORMANCE MARKETING
Fashion Brand | 2024 - Present

- Reduced cost-per-purchase by 23% through funnel optimisation and retargeting sequences.
- Rebuilt the entire Meta ad account into a 3-stage funnel (Awareness, Consideration, Conversion) using Reels, Catalogue Retargeting, and Dynamic Product Ads.
- Ran weekly creative A/B tests across static images, carousel ads to identify top-performing formats.
- Implemented server-side tracking via Google Tag Manager and Meta Conversions API to ensure accurate purchase and add-to-cart event data, improving optimisation signal quality by 38%.
- Achieved a sustained ROAS of 3.7× across the platform.

PERFORMANCE MARKETING & BRAND GROWTH
F&B Restaurant Chain | 2023 - Present

- Planned and executed a multi-platform paid media strategy across Meta and Google (Search + Display) for a 3-outlet restaurant chain with no prior paid media history.
- Ran A/B tests on promotional offers, creative formats, and CTAs identifying winning combinations that reduced cost-per-order by 27%.
- Increased dine-in foot traffic by 38% across all 3 outlets within 90 days of campaign launch.
- Achieved an average ROAS of 3.6× on total paid media.

D2C PET CARE & ACCESSORIES BRAND
Pet Care & Accessories | 2025 - Present

- Launched and managed full-funnel Meta ad campaigns targeting urban pet owners in Dhaka, achieving a 3.8× ROAS within the first 90 days with a cold-to-conversion strategy.
- Ran structured A/B tests on ad creatives (product lifestyle images vs. pet-in-action videos) and offer framing, reducing cost-per-purchase by 31% within the first 60 days.
- Built a retargeting sequence targeting cart abandoners and product page visitors, recovering 18% of lost conversions through dynamic product ads

Education

Bachelor of Business Administration
East West University, 2021
Major: Marketing , Minor: MIS
CGPA: 3.63 (out of 4.00)

Higher School Certificate
Notre Dame College, 2014
GPA; 5.00 (out of 5.00)