

# MD Salsabil Jarir Sinan



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## Profile

I am SJ Sinan, a data-driven Digital Marketer specializing in high-converting Ad campaigns and SEO strategies. My primary focus is generating revenue and maximizing ROI for businesses. With a technical background in Web Design, I ensure that marketing strategies are supported by fast, optimized funnels. As an ambitious HSC graduate, I am ready to scale brands with precision and creativity.

## Languages

English ● ● ● ● ●

Urdu/Hindi ● ● ● ● ●

Bangla ● ● ● ● ●

## Organisations

### Rural Innovators Bangladesh (RIB)

Trainee-Digital Marketing  
09/2025 – Present | Dhaka

As a Digital Marketer at **Rural Innovators Bangladesh (RIB)**, I empower rural youth with free training to build self-reliant entrepreneurs and a prosperous society.

## Professional Experience

### Freelance Digital Marketer & Strategist

Self-Employed / Remote - Dhaka

02/2023 – Present

- Managed high-budget Meta & Google Ad campaigns, focusing on maximizing ROAS (Return on Ad Spend) and lowering CPC.
- Implemented Server-Side Tracking (GTM, GA4, Facebook CAPI) to fix data loss issues and improve ad targeting accuracy.
- Executed advanced SEO strategies (On-page & Technical) that improved organic search rankings and traffic for client websites.

### Founder & Marketing Lead

JarirMart (E-commerce)-Dhaka

03/2022 – Present

- Founded and managed an e-commerce brand selling organic tea and spices.
- Developed a full-funnel marketing strategy using Facebook Ads to generate consistent sales.
- Managed social media content, customer engagement, and order fulfillment processes.
- Analyzed sales data to optimize product offerings and marketing budget.

## Education

### Higher Secondary Certificate

Carmichael College

09/2023 – 07/2025 | Rangpur

### Diploma of Islamic Lower Secondary Education

Dhap Satgara Model Kamil Madrasah

02/2020 – 06/2022 | Rangpur

## Skills

### Digital Marketing & SEO

- Search Engine Optimization (SEO)
- Ads Management
- Conversion Rate Optimization (CRO)

### Web Design & Development

- CMS Platforms: WordPress (Elementor Pro)
- Coding: HTML5, CSS3

### Analytics & Tracking

- Data Tracking: Google Analytics 4
- Advanced Tracking: Server-Side Tracking & Facebook CAPI Setup.
- Performance: Website Speed Optimization