



Muhammad Yusuf

E-commerce Growth Specialist

Contact

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- Bogura, Bangladesh

Career Objective

I'm Muhammad Yusuf, an E-commerce Growth Specialist helping brands grow through data-driven marketing, performance advertising, and conversion optimization. I specialize in Meta Ads, customer acquisition, and scalable growth strategies that drive measurable business results.

Skills

Technical Skills:

- Facebook ads (90%)
- Google ads (30%)
- Tiktok ads (70%)
- WordPress (50%)
- Web Analytics (50%)
GA4 & GTM specialist

Language

- Bangla (Native)
- English (Intermediate)
- Urdu (Fluent)
- Arabic (Basic)

Certification & Training

AI-Driven Meta Ads Mastery — Skillup

Completed the AI-Driven Meta Ads Mastery program on Skillup, an advanced, project-based training focused on leveraging artificial intelligence to plan, launch, manage, and optimize high-performance Meta (Facebook & Instagram) advertising campaigns. The course covered Meta Ads fundamentals, Business Manager setup, AI-based audience targeting, advanced tracking (Pixel & CAPI), creative development, full-funnel strategy, campaign optimization, and data-driven scaling techniques. Gained hands-on experience building results-oriented ads, improving conversion tracking, and applying AI-enhanced tools and strategies to real-world campaigns.

Full Stack Digital Marketing — Ostad

Completed a comprehensive Full Stack Digital Marketing program on Ostad, covering Social Media Marketing, Google Ads, Facebook Ads, TikTok Ads, Content Marketing, and Email Marketing. Gained practical expertise in both server-side and browser-side tracking, along with hands-on experience in planning, executing, analyzing, and optimizing data-driven digital marketing campaigns.

E-commerce Training — Biz Care IT

Completed a comprehensive E-commerce training program through Biz Care IT, focusing on building and scaling profitable online businesses. The course covered the fundamentals of E-commerce including product research and selection, cost & profit calculation, supply chain and shipping logistics, brand development, market competition analysis, selling strategies, customer targeting, pricing strategy, and practical techniques for launching and growing an online store. Gained hands-on experience in market research, selecting winning products, structuring sales funnels, understanding shipping and customs costs, and deploying actionable steps to boost online sales and business profitability.

Sales Mastery — Talent Development Academy (TDA)

Completed a 1-month Professional Certificate in Sales Mastery from Talent Development Academy (TDA). Developed essential skills in sales strategies, effective customer communication, and relationship management to drive business growth and improve closing rates.

Chief Marketing Officer & Online Sales Manager

Classic Bogura | Tenure: 6 Month

Managed online sales operations and customer communications efficiently. Ran promotional campaigns to increase product sales and visibility. Helped grow the brand's online presence and improve customer satisfaction.

Markazud Di'ayah | Tenure: 6 Month

For the last six months, I have been serving as the CMO and Senior Teacher at Markazud Di'ayah.

Darul Quran Madrasa & Qirat Center | Tenure: 1 Years

Promoted Quranic and Qirat programs via digital platforms. Attracted parents and students to memorization & recitation courses. Strengthened online reputation and engagement.