

Zahid Hasan Emon

Performance Marketing & Growth Systems Specialist

zhemongrowth@gmail.com | +880 1410 004037 | Pabna / Dhaka, Bangladesh | Remote (CET overlap) |
linkedin.com/in/zhemongrowth | trendflux.digital/founder

PROFESSIONAL SUMMARY

Performance marketing specialist and brand architect with 6+ years driving paid and organic acquisition for 40+ founder, SMB and institutional clients. Owns full-funnel delivery across Meta Ads, Google Ads and TikTok Ads - audience architecture, creative testing frameworks, conversion tracking, and ROAS/CAC reporting through GA4, Google Tag Manager and Looker Studio. Builds AI-assisted automation (n8n, OpenAI, CRM) that reclaims 20+ operator hours per week. Proven remote delivery with documented handover, weekly dashboards and fluent professional English.

CORE COMPETENCIES

Paid Media Strategy | Meta Advantage+ Campaigns | Google Search & Performance Max | TikTok Ads | Creative Testing & Hook-Rate Frameworks | Funnel Engineering | Conversion Rate Optimisation | Budget Allocation & Pacing | ROAS / CPA / CAC Optimisation | A/B & Multivariate Testing | Audience Segmentation & Retargeting | Marketing Analytics & Attribution | Lifecycle & CRM Marketing | Marketing Automation | Content Engine Operations | Cross-Functional Leadership | Client & Stakeholder Reporting

TECHNICAL SKILLS

Marketing platforms: Meta Ads Manager (Advantage+, Advantage Shopping), Google Ads (Search, Performance Max, Display, YouTube), TikTok Ads Manager, Meta Business Suite, WhatsApp Business, LinkedIn, WordPress

Analytics & tracking: Google Analytics 4, Google Tag Manager, Meta Pixel & Conversions API, Looker Studio, UTM governance, server-side event mapping

CRM & automation: GoHighLevel, n8n, pgmq queueing, Resend, Telegram Ops bots, Supabase, lead scoring & lifecycle pipelines

AI: OpenAI (GPT), Google Gemini, prompt engineering, AI agents for content ideation, ad-copy generation, creative briefing and reporting summaries

Creative & production: Canva, CapCut, UGC and motion creative direction, template-driven design systems

Build stack: Lovable, React, TypeScript, Tailwind CSS, Vercel

PROFESSIONAL EXPERIENCE

Brand Architect & Growth Operator - TrendFlux Digital (AI-Native Growth OS)

2019 - Present | Remote (Bangladesh; serving US / UK / BD clients)

- Directed paid and organic acquisition programmes for 40+ founder, SMB and institutional engagements, operating as a fractional growth lead with ownership of pipeline numbers rather than deliverables.
- Engineered Meta Advantage+ acquisition funnels targeted at sub-\$8 CAC, pairing broad-audience testing with a weekly creative refresh cadence.
- Built a hook-rate creative testing framework producing weekly motion and UGC variants, lifting creative throughput to 100+ designs and 20+ reels per quarter without expanding headcount.
- Architected Growth-OS, an end-to-end lead lifecycle system (capture, enrich, outreach, follow-up sweep) on n8n with an admin console and full audit trail - reduced lead-to-booked-call time by 38%.
- Deployed AI agents and automation workflows that reclaim 20+ operator hours per week on average per client deployment.
- Standardised reporting into transparent Looker Studio dashboard packs with a weekly cadence, so clients see CAC, ROAS and pipeline movement without requesting reports.
- Shipped 8 production systems and 6 public sub-brands under one design system, including an EdTech LMS, an enterprise control portal and a creator content pipeline.
- Ran multi-market content and targeting strategy for US and UK audiences, adapting messaging, offer framing and creative formats per market.

Digital Campaign Architect - Pabna Nagorik Committee (Client Engagement)

2024 - 2025 | Remote

- Led an end-to-end civic digital campaign reaching 485,000+ views at 82% organic reach with zero paid boost.
- Produced a structured content engine of 166 designs and 22 reels on a fixed publishing cadence and a single narrative brand voice.
- Instrumented performance reporting across reach, engagement rate, watch-through and share velocity, feeding weekly creative decisions.

Brand Architect & Content Lead - Debate Emon (Personal Authority Brand)

2023 - Present | Remote

- Grew a youth-focused authority brand to 50,000+ engaged audience members with 65% interaction growth across reels and long-form content.
- Ran continuous format testing (hook, length, thumbnail, caption) to identify repeatable engagement patterns and apply them to client accounts.

KEY PROJECTS

- **Growth-OS** - Lead lifecycle automation on n8n + admin console; 38% faster lead-to-booked-call.
- **Kormoshikkha TED Plus** - Cohort LMS with 26 student flows, live classes, certificates and tutor marketplace.
- **WhatsApp Lead Conversion System** - Automated inquiry-to-strategy-call funnel on GoHighLevel + WhatsApp.
- **Enterprise Control Portal** - Role-gated ERP-style portal with 22 admin panels and audit-logged access.
- **AgentAI SMM** - AI social-media agent for content ideation, scheduling and analytics.
- **Multi-Market Digital Strategy (US/UK)** - Localised content and targeting strategy for international audiences.

EDUCATION

BSc (Honours) in Information Technology

Institute of Information Technology (IIT), Jahangirnagar University, Bangladesh. Coursework: programming, algorithms, databases, computer networks.

Higher Secondary Certificate (HSC), Science - GPA 5.00

Govt. Shaheed Bulbul College, Pabna (Rajshahi Board, 2016)

Secondary School Certificate (SSC), Science - GPA 5.00

Pabna Zilla School (Rajshahi Board, 2014)

LEADERSHIP & ACHIEVEMENTS

- President, Pabna Zilla School Welfare Association (PZSWA), Jahangirnagar University - 2021.
- Advisor, Pabna Debate Society - youth debate coaching and public-speaking development.
- Operator model: fractional growth-lead seat with weekly cadence, 14-day ship-measure-iterate loops and documented handover.
- Keynote and panel speaker on AI-native growth, ethical brand systems and youth leadership.

CERTIFICATIONS

Meta Blueprint - Digital Marketing Associate (in progress); Google Ads Search Certification (in progress); Google Analytics 4 Certification (in progress); TikTok Ads Manager Certification (in progress)

LANGUAGES

Bengali - Native | English - Professional working proficiency | German - Beginner (actively learning)

REFERENCES

Client and academic references available on request. QR-verified IIT credential records and 25 documented project links can be supplied with the application.