



AMIT KARAN



SCAN TO WATCH ME

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Skills

- WordPress | WIX | Shopify
- SEO | Local SEO - GMB
- Keywords Research
- Google Merchant Account
- GTM | Google Analytics
- Social Media Management
- Google Ads
- Facebook | IG Ads
- AI Agent Builder
- Graphics Design
- Video Editing
- Competitor Research
- SaaS Lead Specialist
- Revenue growth strategies
- Copywriting
- Email Marketing
- Brand awareness
- Sales and marketing strategy
- B2B and b2c marketing
- Web traffic driving
- CRM software expertise
- E-Commerce strategies
- Data analytics
- Campaign coordination
- Promotions planning skills
- Digital campaign delivery
- Marketing automation tools

Role of my current job

I manage e-commerce for the fashion industry, overseeing Shopify, Amazon & eBay stores, optimizing SEO, implementing marketing automation, and managing social media & paid ads. My skills enhance brand visibility, customer engagement, and overall success.

Summary

AI Agent Builder - Business Automation | Digital Marketing | SEO | Social Media Management | GMB | eCommerce | Amazon | Shopify | WordPress | WIX | Graphics | Video Editing | Content Solution | Served Hutch, LG, Motorola, Fujifilm, Fashion Industry.

Work Experiences



May 2022 - Current

Digital Marketing Manager at **Ingenitex** | London, UK

I manage digital marketing and e-commerce operations for a lingerie brand targeting the US and European markets. My key tasks include:

- Managing Shopify, Amazon, and eBay stores.
- Running paid campaigns on Meta (Facebook/Instagram), Google Ads, Pinterest, and TikTok.
- SEO optimization and website content updates.
- Handling social media strategy, community management, and customer engagement.
- Creating reports and improving ROI from paid ads.



November 2021 - April 2022

Digital Marketing Specialist at **Paris Luggage Locker** | Paris, France

Worked on growing a local luggage storage brand online by:

- Creating Google My Business listings for local branches.
- Running search and display ads for tourist-based keyword targeting.
- Managing website content and improving SEO.
- Running social media campaigns for brand awareness.



May 2020 - October 2021

Digital Marketer at **LoveMySkool** | Gujarat, India

This was an edtech platform. I was responsible for:

- Lead generation through Facebook, Instagram, and Google.
- Marketing automation using email and WhatsApp.
- SEO optimization for educational content.
- Creating video & graphic content using Canva & other tools.
- Managing online communities and responding to queries.



January 2017 - February 2018

Online Store Manager at **Shaoxing Mujia H.F. Co. Ltd** | Hangzhou, China

Managed the company's online store and international orders by:

- Uploading and managing product listings, coordinating logistics for cross-border shipping..
- Customer service and lead follow-up, running small-budget ads and doing competitor research.



April 2012 - December 2016

National Sales Manager at **LG** | Dhaka, Bangladesh

Focused on both B2B and B2C product sales, including:

- Creating nationwide sales plans, managing dealer networks. achieving monthly/quarterly targets.
- Conducting market research, coordinating with marketing teams on campaign ideas.



January 2007 - March 2012

Deputy Marketing Manager at **Motorola** | Dhaka, Bangladesh

I managed national-level marketing campaigns and promotions for mobile phones:

- Worked closely with distributors and retailers, organized launches, branding, and promotional events.
- Ran local-level advertising (TV, newspaper, digital).



February 2004 - October 2005

Marketing Executive at **Hutch** | Kolkata, India

Started my career at Hutch where I:

- Sold postpaid connections, handled customer queries and after-sales support.
- Prepared sales reports, researched competitors and suggested pricing strategies.

Summary of What I Can Offer:

- 10+ years of experience in digital marketing, sales, and e-commerce.
- Expertise in Facebook Ads, Google Ads, SEO, Shopify, WordPress, WIX, Amazon, eBay, Graphics design, and Video editing.
- Strong leadership and strategy-building skills.
- Proven ability to grow traffic, leads, and sales using digital platforms.
- Adaptability across international markets (USA, UK, Europe, UAE, and India).

 **Professional Certifications | Google Certified | Meta Certified | Verified Expertise** 



Education

Completed in 2002

Bachelor of Commerce

National University | Gazipur, Bangladesh

Completed in 1999

Higher Secondary Certificate

Chittagong University College | Chittagong, Bangladesh

Completed in 1996

Secondary School Certificate

Raozan High School | Chittagong, Bangladesh