

H.M. Shahriar Mahmud

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Growth & Performance Marketing Leader with 6+ years scaling B2C & B2B digital products across app & web. I've managed \$1M+/mo paid media budgets, grown user bases to 8-figure MAU, delivered \$20M+ annual revenue impact, and built & led a 21-person performance marketing team. Experienced in Telco/MFS verticals, multi-market media buying operations (Sri Lanka, Nepal & Singapore), user acquisition, retention, and new-user to repeat-user conversion funnel optimization. Hands-on across Google UAC/Search, Meta Ads, TikTok Ads and programmatic. Deep measurement & martech alignment (Adjust, CleverTap, Hotjar, GA4, GTM) with a proven track record of scaling B2C app verticals across markets.

Core Competencies & Skills

- **Paid Media & UA:** Google UAC & Search, Meta Ads, TikTok Ads, ASO (Store Listing & Product Page Optimization), LinkedIn Ads, Programmatic DSP; large-scale campaign execution and optimization.
 - **B2C App Growth:** Performance & growth marketing experience with major telecom & fintech brands across Bangladesh, Nepal, Sri Lanka & Singapore for B2C app growth.
 - **Measurement & Analytics:** Adjust (MMP), CleverTap (Lifecycle), GA4, Google Tag Manager, Hotjar, Looker Studio; cohort analysis, incrementality testing & performance attribution.
 - **Funnel Optimization:** Install → first interaction → conversion lift, churn reduction, freemium strategy testing, creative testing frameworks.
 - **Experimentation & CRO:** A/B & multivariate testing, behavioral UX analysis, conversion lift tracking, CAC payback governance.
 - **GTM Leadership & Ops:** Led GTM strategy and scaled operations for B2C app growth by building growth & performance marketing teams.
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Professional Experience

Lead, Performance & Growth Marketing

Shikho (Top EdTech Startup) – Dhaka, Bangladesh

Apr 2024 – Present

- Acquired 500K+ new users per quarter (B2C App), improving paid ad spend efficiency by 53% through better GTM strategy, campaign optimization, targeting, and creative testing.
- Increased monthly active users by 36.7% and average revenue per user by 34.8%, while reducing registration drop-offs by 27%.
- Implemented and managed Adjust (MMP) and CleverTap (CLM) to improve tracking, targeting, and re-engagement, enabling more effective growth campaigns.
- Worked closely with Product, Brand, and Engineering teams to improve the user journey and increase repeat usage from new users.

Lead, Performance Marketing

ADA Global(Axiata Digital) – Dhaka, Bangladesh

May 2023 – Apr 2024

Progressed from Manager to Lead within 2 years, leading large-scale paid media operations across multiple markets.

- Managed \$4M+ quarterly paid ads spend across Bangladesh, Sri Lanka, Nepal & Singapore, delivering 7%+ MAU and 6%+ revenue growth for telco, fintech, and e-commerce apps with 10M+ users (MAU).
- Built and led a 21-person performance marketing team covering campaign strategy, planning, buying & optimization, measurement and reporting.
- Partnered with Meta and Google APAC to run brand and conversion lift studies, improving ROAS and spend efficiency for major Telecom & MFS client brands.
- Scaled corridor-level conversion campaigns using localized offers, creatives, and targeting strategies.

Manager, Platforms & Performance

ADA Global(Axiata Digital) – Dhaka, Bangladesh

Aug 2021 – Apr 2023

- Oversaw 2,000+ campaigns per month across Google Ads, Meta Ads, LinkedIn Ads and local DSPs, improving CPA and conversion rates; led the measurement and tracking implementation (app SDK, CAPI, Pixel, Google Tag Manager, Google Analytics 4).
- Delivered 4.7% quarterly revenue growth for major telco and MFS clients through better targeting and segmentation utilizing MMP tools(Adjust).
- Negotiated custom CPI/rev-share deals with IMO & Viber (via Eskimi DSP), local news portals, and Huawei/Walton OEM pre-installs, adding 11 % incremental installs and first-purchase lift.
- Established Digital Media School, training 30+ planners and buyers to build a high-performing Dhaka hub.

Marketing Consultant

TukiTaki.xyz (Lifestyle ecommerce brand) – Dhaka, Bangladesh

Jun 2020 – Jun 2021

- Launched full-funnel performance campaigns (Meta ads, GA4, HubSpot) achieving 4X ROAS and recovering 20%+ lost revenue via cart abandonment flows.
- Improved retention to 7.82% through targeted remarketing and CRM automation.
- Set up tracking and analytics stack (Pixel, GA, heatmaps, NPS) for measurement and decision-making.

Entrepreneurial and Early Experience

Co-Founder & Growth Manager

Pista (Cloud Pizza Shop) – Dhaka, Bangladesh

Dec 2017 – Dec 2018

- Captured 2.17% market share in 5 months through hyper-localized digital marketing strategies (paid ads & organic social) and referral loops.
- Drove 40% MoM revenue growth through loyalty and retention strategies.

Co-Founder & Growth Manager

Sigma Academic Care (Tuition Center for school & college students)– Dhaka, Bangladesh

Dec 2014 – Jul 2017

- Scaled the business to \$10K MRR, achieving a 19% quarterly revenue increase through targeted outreach, demos, and skill development initiatives.

Awards & Recognition

- **Silver Award:** BD Tickets Growth Campaign (Bangladesh Brand Forum, 2023)
- **Gold Award:** Robi Single App Campaign (Bangladesh Brand Forum, 2022)
- **Rockstar Award:** ADA Global (2022)
- **Best Ad Ops SEA:** The Drum Awards (2021)
- **Commward Juror:** Bangladesh Brand Forum (2023)

Certifications

- **Google Ads Certified** (Digital Guru: Expert Module)
- **Meta Blueprint Certified** (Buying & Planning)

Education

- **MBA (Enrolled):** University of Illinois at Urbana-Champaign, USA (Online: 2025 – 2027)
- **Postgraduate Diploma in IT:** Jahangirnagar University, Bangladesh (2022 – 2025)
- **BA (Hons) in Business:** Wrexham Glyndwr University, UK (Merit, 61%)