

# Tanjid Emon

Digital Marketing Intern Candidate

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Kushtia, Khulna, Bangladesh | Open to remote internships



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## OBJECTIVE

Third-year B.Sc. Honours student who recently completed a Digital Marketing Basic to Advance course, covering Meta Ads, Google Ads, GTM/GA4, and Google Business Profile optimization. Looking for a remote digital marketing internship to apply this coursework in a real team setting, learn fast, and contribute from day one.

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## CORE EXPERTISE

### Meta Ads (Facebook & Instagram Advertising)

- **Setup & Tracking:** Pixel & Dataset creation, Pixel setup, domain verification, Conversions API (CAPI) setup
- **Campaign Types:** All Meta campaign objectives — Awareness, Traffic, Engagement, Leads, App Promotion, Sales/Conversions
- **Audience Strategy:** Saved audiences, custom audiences (retargeting), lookalike audiences
- **Campaign Structure:** Multi ad-set and multi-ad campaigns, budget strategy & scheduling
- **Reporting & Admin:** Ads result analysis, billing & payments, threshold management

### Google Ads, Tag Manager & Analytics

- **Campaigns:** All major Google Ads campaign types, including Search and Display
- **Tracking Setup:** Google Tag Manager (GTM) setup, connecting GTM to WordPress, Meta Pixel setup via GTM
- **Analytics:** Google Analytics 4 (GA4) setup, GA4 integration with GTM
- **Local Visibility:** Google Business Profile creation, verification & optimization

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## PLATFORM MARKETING & AUTOMATION

### Meta Business Suite

- **Automation:** Message automation (instant reply, FAQ, comment-to-message, away message)

- **Inbox Management:** Assignments, labels, saved replies, internal notes
- **Content & Testing:** Content planner, post A/B testing, sound collection, insights analysis, business portfolio management

### **Instagram & WhatsApp Marketing**

Instagram: business account setup & optimization, audience growth, hashtag research, content creation, stories & highlights.

WhatsApp: business account setup, product catalog, greeting/away messages, quick replies, automation, broadcast lists, channels.

### **AI Content Creation (Growing Skill)**

AI-generated images and videos for social media and ad creatives — intermediate level, actively building experience.

## **ADDITIONAL SKILLS**

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- **Lead Generation:** B2B lead collection via Google Maps, web research, local directories, LinkedIn; influencer research
- **Design:** Canva and Adobe Photoshop — social media creatives, banners, offer posts
- **Email Marketing:** Mailchimp setup, template design, contact import, campaign setup, analytics
- **Other Platforms:** YouTube, TikTok Ads, LinkedIn, Twitter (X), Pinterest — account setup, content, and growth
- **Technical:** PC building, OS installation, software setup, disk management, terminal usage

## **CERTIFICATION**

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- Digital Marketing Basic to Advance Course | SR Dream IT

## **EDUCATION**

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### **B.Sc. Honours in Zoology**

Kushtia Govt. College, Kushtia — 3rd Year (Running)

## **LANGUAGES**

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Bengali (Native) | English (Conversational)