

MANIUR RAHMAN

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PROFESSIONAL SUMMARY

Marketing professional with 6+ years of experience in digital marketing, campaign strategy and community management. Holds a Master's Degree in Analytics and a Bachelor's Degree in Marketing, combining hands-on campaign expertise with data-driven decision-making.

CORE COMPETENCIES

Marketing: Digital Campaign Management, Paid & Organic Social, Community Management, Partnership & Influencer Marketing, Event Marketing, Meta Business Suite, LinkedIn Campaign Manager, Google Ads Manager.

Data Analysis: Google Analytics (GA4), SQL, Tableau, Power BI, Looker Studio, Python & R.

PROFESSIONAL EXPERIENCE

Community Marketing Manager

Informa Canada Inc.

August 2021 – Present

Vancouver, BC

- Managed multi-channel digital campaigns across LinkedIn, Meta, Google, X, and Paved, supporting a \$1.5M+ annual ad budget for 50+ B2B media brands while partnering closely with cross-functional team members.
- Reduced acquisition costs (CPL/CPC) by 40%+ and grew newsletter subscriptions by 30% through Conversion Rate Optimization (CRO), A/B copy testing, and landing page UX improvements.
- Built automated analytics dashboards using SQL, Looker Studio, and GA4 to track member acquisition rates, engagement benchmarks, and conversion metrics, presenting strategic insights directly to senior leadership.
- Built and scaled a portfolio of 40+ industry-specific online communities on LinkedIn from 2M to 7M+ total members, establishing them as key digital hubs for B2B industry professionals.
- Managed day-to-day community operations and governance frameworks, overseeing content execution (300+ posts/month), sentiment monitoring, and moderation standards to sustain a top-tier 17% engagement rate while ensuring brand safety.
- Leveraged community channels as a full-funnel acquisition lever, turning active community discussions into newsletter signups, lead capture, and participation across 15+ annual virtual events and flagship award programs (e.g., Leading Lights, Gtel Awards).

Marketing Associate

Coda Payments

December 2020 – July 2021

Dhaka, Bangladesh

- Executed regional go-to-market strategies for Codashop's expansion into Bangladesh and Nepal, leading joint promotional campaigns and co-marketing initiatives with 4 major telecom and payment providers (Robi, Grameenphone, bKash, and eSewa).
- Managed \$100K+ in monthly paid media budgets across Facebook, Instagram, and Google, partnering with creative teams and agency vendors to scale campaign performance to \$1.5M+ in monthly revenue through continuous ad testing, budget reallocation, and funnel optimization.
- Drove creative direction and brand narrative to grow organic social channels from 10K to 100K+ followers in 8 months through localized video content, graphic assets, and community engagement.
- Managed end-to-end influencer marketing programs, directing contract negotiations, creative briefs, and campaign tracking via Dyzio across 50+ creators to increase brand adoption and transaction volume.
- Directed end-to-end event production for 8 regional esports tournaments (3,200+ participants), managing external agency vendors, sponsor integrations, and promotional campaigns.
- Tracked user acquisition and conversion metrics across Google, Facebook, and Instagram using GA4 to identify high-performing ad sets and optimize spend allocation across international campaigns.

EDUCATION

Master's Degree, Analytics

Northeastern University

January 2025 – June 2026

Vancouver, BC

Bachelor's Degree, Marketing

Jahangirnagar University

January 2015 – December 2018

Dhaka, Bangladesh