



Al Adil Ashrafi Saikat

THE MARKETING ALCHEMIST
E-COMMERCE GROWTH STRATEGIST
OMNI-CHANNEL MARKETING STRATEGIST

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About Me

Results-driven digital marketing professional and entrepreneur with 3+ years of hands-on experience in SEO, GEO, social media marketing, online advertising, WordPress development, and e-commerce. Currently leading SEO and digital marketing operations at Mediusware Limited. Helped 30+ businesses achieve measurable digital growth. Government-certified NSDA Level 03 Digital Marketing professional.

Skills

- Search Engine Optimization
- GEO (Generative Engine Optimization)
- Online Advertising
- Social Media Marketing
- Wordpress Development
- Team & Project Management
- Branding Strategy
- E-commerce Growth Strategy
- Conversion Rate Optimization
- Analytics & Reporting

Education

- **BBA (Marketing)**
National University, Bangladesh
2022 - Present (2nd Year)
- **Higher Secondary Certificate (Science)**
Govt. Shaheed Suhrawardy College
2020 - 2022

Experience

- **Digital Marketing Specialist**
Mediusware Limited
March, 2026 - Present
- **SEO Executive (Lead)**
Mediusware Limited
March, 2025 - March 2026
- **Digital Marketing and E-commerce Manager**
Omega Mart
March, 2024 - December, 2024

Certifications

- **Level 03 in Digital Marketing for Freelancing**
National Skills Development Authority
October, 2024 - October 2029
- **Professional Digital Marketing**
Creative IT Institute
09 February, 2025

Projects

- **Marine eCommerce – 6.5x ROAS in 90 Days**
Scaled a high-ticket marine retail brand to 6.5x ROAS within 90 days using an omni-channel strategy combining Google Ads, Meta Ads, SEO, and email marketing.
- **Complete E-commerce Development & Management**
Omega Mart BD – Built a full e-commerce platform covering web development, automation, SEO, digital marketing, branding, and analytics.