

Hasibul Haque Protttoy

Digital Project Manager | Web, Design & Marketing

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PROFESSIONAL SUMMARY

Digital Project Manager with **6+ years** of hands-on experience across web development, brand design, and digital marketing. Managing and executing projects end-to-end for small and mid-sized businesses across the US, UK, Canada, and Germany. Capable of owning the full digital loop: website build, brand identity, social media, Meta campaigns, and SEO strategy — without needing to hand off to multiple specialists. Completed **850+ projects** across **25 countries** via Upwork and Fiverr, **maintaining a 5-star rating**. Seeking **remote execution-level roles**, 30–40 hours per week.

WORK EXPERIENCE

Digital Marketing Manager & Creative Lead *Jun 2023 – Apr 2025*

[Cricket8](#) | Games, Sports Media & Publishing, United Kingdom (Part-time)

- Led a cross-functional team of marketers, visual designers, and content writers to execute monthly marketing goals.
- Grew the brand's Facebook channel to 700K+ followers by directing content strategy, creative direction, and visual output.
- Managed and coordinated the content writing and SEO team to drive consistent organic traffic growth to the website.
- Planned and executed Meta marketing campaigns across awareness, traffic, and sales objectives including ad copywriting and creative production.
- Oversaw campaign briefs, creative reviews, publishing schedules, and performance reporting across all digital channels.
- Managed brand operations across the Bangladesh and India markets simultaneously.

Digital Project Manager & Shopify Developer *Feb 2024*

[Lumos](#) | Sleep Tech & E-Commerce, USA (Remote Contract)

- Diagnosed CRO issues using Microsoft Clarity and recommended UX improvements to increase conversion rate.
- Redesigned and developed the website UI on Shopify using the GemPages builder from the scratch.
- Configured Meta Pixel, CAPI, Google Tag Manager, and Google Search Console — full tracking stack setup on Shopify.
- Planned and executed monthly Meta sales campaigns end-to-end: market research, copywriting, ad visuals, and launch.
- Generated \$80K+ in sales revenue through Meta sales campaigns.

- Developed a 6-month SEO cluster strategy for blog content targeting organic search growth.
- Managed monthly social media content calendar, including copywriting and visual content production.

UI/UX Designer & WordPress Developer *Apr 2022 – Feb 2023*

Prayce | Digital Agency, Germany (Remote Contract)

- Completed 35+ web projects across e-commerce, SaaS, personal coaching, medical, and finance industries.
- Handled full project workflow: UX research, high-fidelity Figma UI design, WordPress Elementor development, and client delivery.
- Integrated and configured WordPress plugins including WooCommerce, MemberPress, LMS, and POD solutions in E-commerce.
- Delivered custom CMS solutions tailored to each client's business requirements and workflows.

Web Designer & WordPress Developer *Mar 2020 – Sep 2021*

VDesign | Digital Agency, United Kingdom (Remote Contract)

- Built 50+ websites across e-commerce, B2B, real estate, shipping, and news industries.
- Designed, customized, and integrated CMS and custom web solutions based on individual business requirements.
- Set up web analytics and tracking: Google Analytics 4, Google Tag Manager, and Google Search Console.
- Handled Shopify theme customization alongside WordPress projects for e-commerce clients.

Brand Strategist & Social Media Manager *Dec 2019 – Mar 2020*

GEE | Education Consultancy, Bangladesh (Full-Time)

- Developed and managed a cross-platform content strategy aligned with brand goals and audience growth targets.
- Executed data-driven organic and paid campaigns to grow social media engagement and drive customer acquisition.
- Analyzed industry trends and customer behavior to continuously refine messaging and content direction.

Freelance Digital Designer & Web Developer *2020 - Present*

Fiverr / Upwork | 850+ Projects, 25 Countries — 5-Star Rated

- Delivered 850+ projects covering WordPress development, WooCommerce, Shopify, Mobile and web UI design, social media design, brand identity development, and On-page SEO.
- Primary specialty: Custom Figma UI design converted into pixel-perfect Elementor WordPress websites for SMBs.
- Handled end-to-end project management — scoping, design, development, revisions, and client handoff independently.
- Served clients across the US, UK, Canada, Germany, and 20+ other countries with consistent 5-star reviews.

SKILLS & TOOLS

- **Project Management:** End-to-end digital project ownership, client communication, scoping, QA, and delivery
- **WordPress:** Theme customization, Elementor, WooCommerce, MemberPress, LMS, POD, plugin configuration, CRM integrations (HubSpot, Mailchimp, etc.), Automation tools (Zapier, Make) with WordPress, Security and Speed optimization, Backup & Migration tools
- **Shopify:** Theme customization, GemPages builder, Full e-commerce setup and optimization
- **UI/UX Design:** Figma, UX research, web and mobile UI design
- **Brand Identity:** Logo design, visual identity systems, brand guidelines — Canva, Adobe Illustrator, Linearity Curve
- **Meta Marketing:** Meta Ads Manager, Meta Pixel, CAPI, Facebook & Instagram campaigns (awareness, traffic, sales)
- **SEO:** Technical SEO, On-Page, Google My Business optimization, Keyword research, content cluster strategy and blog planning
- **Analytics & CRO:** Google Analytics 4, Google Tag Manager, Google Search Console, Hotjar, Microsoft Clarity
- **Social Media:** Content strategy, monthly calendar management, visual design — Facebook, Instagram, LinkedIn, Pinterest, YouTube
- **Project Management Tools:** ClickUp, Asana, Trello, Jira, Slack, Notion
- **Code:** HTML & CSS — sufficient for WordPress customization, Elementor overrides, and front-end fixes
- **AI Tools:** ChatGPT for content ideation, Claude for content writing, blog cluster & content strategy, AI image & video generation, Claude design and Google Stitch for UI wireframe & design inspiration, Manus AI for Meta campaign analysis and automation.

CERTIFICATIONS & EDUCATION

- B.Sc. in Information Technology
— Jahangirnagar University, Bangladesh (CGPA 3.24)
- Google UX Design Professional Certificate
- Digital Marketing Masterclass
- WordPress Complete Guide
- Advanced Google Analytics
- Getting Started with Google Tag Manager
- Search Console Training
- LinkedIn Agile Project Management
- Meta Marketing with Conversion API