

Zarif Hassan

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Driving Scalable Growth through Data, Creativity, and Cross-Functional Leadership

SUMMARY OF SKILLS

- Digital marketing and media strategy leader with 8+ years of experience managing \$100M+ in budgets and leading 100+ high-impact campaigns across healthcare, telecom, real estate, CPG, and e-commerce.
- Proven success in full-funnel performance marketing – driving growth through paid social, paid search, display, and programmatic campaigns across platforms including Google Ads, DV360, Amazon DSP, Meta, LinkedIn, and SA360.
- Deep expertise in analytics and measurement using GA4, Firebase, Looker Studio, CM360, and more translating complex data into actionable insights to improve ROAS, LTV, and conversion rates.
- Skilled in app marketing and customer journey optimization, with hands-on experience in audience segmentation, A/B testing, landing page alignment, and lifecycle campaigns to boost acquisition and retention.
- Proficient in CRM and automation platforms like HubSpot, Salesforce, and Marketo to drive personalization, lead nurturing, and campaign efficiency.
- Strong collaborator and team leader, experienced in managing remote and cross-functional teams, aligning creative and strategy, and delivering scalable results in fast-paced environments.
- MBA from the Rotman School of Management with a focus on marketing strategy, data-driven leadership, and business growth.

PROFESSIONAL EXPERIENCE

Media Senior Manager

Jun 2022 - Present

Assembly Global, Toronto, Ontario

- Managed \$20M+ annual media budgets for Elevance Health and Tri Pointe Homes, leading integrated media strategy, execution, and optimization across digital, traditional, and direct response channels.
- Delivered over 85K new acquisitions in Q1 2025 for Elevance Health, expanding membership to 48.9M by deploying targeted, full-funnel campaigns across social, programmatic, search, and direct platforms.
- Boosted conversions by 15% in Q1 2025 and optimized performance by leveraging platform integrations, audience segmentation, and data-driven insights.
- Spearheaded media strategy for Tri Pointe Homes, optimizing lead generation and market expansion through advanced targeting and testing frameworks, contributing to award-winning performance and positioning the brand as a market leader.
- Championed education sessions and process improvements across internal and client teams to build media fluency and operational efficiency.

Senior Media Planner

Mar 2022 – Jun 2022

Mindshare, Toronto, Ontario

- Guided planning and execution of multiple projects at Rogers Communications, resulting in an average of 10% increase in brand visibility and engagement in Q2 2022.
- Translated brand and product marketing needs into actionable strategies, resulting in an 8% increase in campaign effectiveness and customer acquisition.
- Monitored campaign performance through dashboard analysis, resulting in a 5% uplift in conversion rates and ROI.
- Collaborated closely with trading teams to optimize campaign results on digital platforms, such as Facebook, Instagram, Twitter, and Google Ads, accomplishing a 9% increase in click-through rates and engagement.

PROFESSIONAL EXPERIENCE (Continued)

Digital Media Lead

Aug 2021 - Jan 2022

Mindshare, Dhaka, Bangladesh

- Orchestrated a 14-member team, overseeing brand strategy, media planning, execution, optimization, analytics, and budget management for 25+ clients, including Telenor, Nokia, Dell, and Kellogg's.
- Expanded client base for digital media services by 150% through media pitch presentations and exploration of alternative revenue sources.
- Secured 27 awards at "Digital Marketing Awards" by "Bangladesh Brand Forum" in categories "Best App Marketing," "Best Use of Instagram," and "Best Use of Influencers."
- Succeeded revenue growth of 25% and increased brand awareness and engagement by 20% for clients through strategic digital media campaigns.

Digital Marketing Manager

Aug 2016 - Feb 2021

Banglalink (Veon), Dhaka, Bangladesh

- Spearheaded marketing budget and campaign management, obtaining a 4-point growth in the brand's Net Promoter Score in 2020. Implemented effective brand strategies, maximizing digital media reach and brand awareness while optimizing cost per result.
- Facilitated app marketing for the self-care app "MyBL" and flagship entertainment app "Toffee." Grew monthly active users for self-care app by 140% and for entertainment app by 241% from July to December 2020. Utilized insights from Google Analytics, Google app console, and Firebase to grow users and engagement.
- Introduced innovative digital marketing initiatives, including Bangladesh's first-ever digital concert for Toffee app, resulting in a 117% increase in subscribers. Formed unique partnerships to realize a 50% lower cost per view on YouTube.
- Supervised a diverse team of over 20 individuals across media and creative agencies, collaborated with eight teams regularly, and provided mentorship to propel digital marketing strategies for Banglalink.

Young Leader (Business Development Executive)

Mar 2015 – Jun 2016

Airtel, Dhaka, Bangladesh

- Transformed 52 Airtel Service Centers, enhancing customer experience through a comprehensive overhaul of customer service software, resulting in a 30% reduction in average wait time. Introduced a self-service app, leading to a 20% increase in customer satisfaction ratings.
- Boosted revenue and usage of underperforming 3G network sites by developing targeted product offerings and executing strategic acquisition drives. Oversaw a team of 10 brand promoters, resulting in a 40% increase in revenue and a 25% improvement in network utilization.

CERTIFICATIONS

Google Ads Certifications (Display, Video, Search, Apps, Shopping, Analytics), Google

Digital Marketing Specialization, The University of Illinois at Urbana-Champaign, Coursera

Digital Marketing Competencies, Institute of Business Administration, University of Dhaka

EDUCATION

Master of Business Administration (Leadership/Strategy, Multiple scholarships, Valedictorian)

Rotman School of Management, University of Toronto

Master of Business Administration (Marketing)

North South University

Bachelor of Business Administration (Marketing; Magna Cum Laude)

North South University