Mainul Kabir Aion

I am a Data Storyteller & Content Marketing Strategist, like to work with user journey, inbound strategies, customer behavior and taking the growth of any company to a whole new level with data-driven growth marketing.

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5+ Years Experience in Content Marketing

weDevs, Bangladesh — *Head of Content & Marketing*

June 2016 - PRESENT

As the Head of Content & Marketing, I have to look after the entire marketing activities of weDevs, which is a WordPress Product Company selling multiple enterprise level solutions. Currently, I am managing a team of 11 people involved in Content development, maintaining editorial calendar, SEO, brand awareness, inbound marketing, email marketing, paid marketing, social media marketing, business development and growth hacking. I started my journey with weDevs as a Technical Writer and climbed my way to the top with my writing, inbound, content marketing and growth mindset. Over the last 2 years, I have significantly changed the way weDevs markets its products and helped in increasing their ROI by more than 300%.

Staff Asia, UK — *Content Marketing Consultant (Remote)*

May 2017 - December 2018

As Staff Asia manages multiple online course sites, they need content marketing to help people get aware of their services. Thus, I help them with marketing research, developing content marketing strategies and guide their in house team in content curation, copywriting, distribution, paid media and email marketing.

The Tech Journal, Bangladesh — *Editor (Part-Time)*

September 2017 - August 2018

While working for the Tech Journal, I used to prepare content plan, editorial calendar, develop best practices for the writers and review articles written by content team and publish them maintaining the editorial workflow.

HT Global, Bangladesh — *Research Analyst (Part-Time)*

March 2014 - May 2016

Being a research firm, HT Global required researchers to help them with scientific papers, journals and reports. I used to conduct research on various IT related topics and prepare reports for them.

SKILLS

Content Writing (9.5/10)
Technical Writing (9.5/10)
Inbound Marketing (9/10)
Content Marketing (9.5/10)
Market Analysis (9.5/10)
Project Management (9/10)
Paid Marketing (9/10)
Growth Hacking (9/10)
SEO & SEM (9/10)
Email Marketing (9.5/10)

PORTFOLIOS

https://wedevs.com/author/mainul.aion

https://wperp.com/author/aion

https://www.researchgate.net/profile/Mainul_Kabir_Aion2

http://derby.academia.edu/MainulKabirAion

AWARDS

Dean's Award for Best IT Student in BSc in Information Technology 2016 at BAC International, University of Derby.

1st Runner Up in the "Outstanding International Student 2015" at Pearson Edexcel Awards 2015.

GPA 5 Award from ATN Bangla, BSB Foundation, Robi and Prothom Alo.

WEBISIS, Bangladesh — *Subeditor (Part-Time)*

January 2014 - August 2014

I used to prepare creative articles, technical documents, tutorials, and review other writers' content maintaining editorial workflow.

EDUCATION

Jahangirnagar University (Bangladesh)
Masters in Information Technology

Pass Year: January 2019
Result: 3.75 out of 4.00

University of Derby (UK)
Bachelors of Science (Hons) In Information Technology

Pass Year: July 2016
Result: First Class Honours (74.67%)

BAF Shaheen College, Dhaka
HSC (Higher Secondary Certificate), Science Group

Pass Year: 2011, Result: A

Ideal School & College, Dhaka
SSC (Secondary School Certificate), Science Group

Pass Year: 2009, Result: A+

PROJECTS

IoT Weather Observer Bot

It is an autonomous robot that collects weather data of a certain location and sends it to a web server. The data is represented as smart insights in real-time in a dashboard, which can be used to predict future events.

WP ERP - Enterprise Resource Management

WP ERP is one of the products that I work on at weDevs. It's a fully functional ERP system based on WordPress. I look after the requirement analysis and overall marketing of the project.

University Management System (PHP)

A complete university management system that can be used to manage student and teacher database, prepare reports, schedule classes, publish results and many more.

PROFESSIONAL CERTIFICATIONS

Institute of Business Administration, University of Dhaka Advanced Certificate for Management Professionals (ACMP)

Pass Year: November 2018

Pearson BTEC HND (Higher National Diploma) QCF- Level 5 Computing & Systems Development

Pass Year: November 2014
Result: Distinction

ACHIEVEMENTS & SELF INITIATIVES

I am a marketing Growth Hacker, who is obsessed with growth optimization.

With pure content marketing knowledge, I can prepare any type of quality content.

I am Google Ads Certified and capable of maintaining Paid Media for any company.

I am also an open source Contributor, helping WordPress to grow in Bangladesh.

For more details please visit –
https://www.linkedin.com/in/aion11/
or,
https://angel.co/aion11