

Mainul Kabir Aion

I am a Data Storyteller & Digital Strategist, who likes to work with user journey, inbound strategies, customer behavior and paid marketing campaigns. With my proven funnels I am capable of taking the growth of any business to a whole new level with data-driven growth marketing.

5+ Years Experience in Content Marketing

weDevs, Bangladesh — *Head of Content & Marketing*

June 2016 - PRESENT

I look after the entire marketing activities of weDevs, which is a WordPress Product Company developing multiple enterprise level solutions and SaaS tools. Currently, I am managing a team of 16 people involved in Content development, SEO, inbound marketing, email marketing, paid marketing, social media marketing, business development and growth hacking. Over the last 2 years, I have significantly helped to change the way weDevs market its products and contributed in increasing their ROI by more than 300%.

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

May 2017 - May 2019

As Staff Asia manages multiple online course sites, they need digital marketing to make people aware of their services. Thus, I helped them with marketing research, developing content marketing strategies and guide their in house team in content curation, copywriting, distribution, paid campaigns and email marketing. I have prepared paid marketing campaigns with optimized funnels which helped them to get a boost in their sales.

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 the 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.



Address: Level#2, House#1153,
Road#10, Avenue#11, Mirpur
DOHS, Dhaka, Bangladesh
Contact: +8801838424797
mainul.aion@gmail.com

SKILLS

Content Writing
Technical Writing
Inbound Marketing
Content Marketing
Market Analysis
Marketing Project
Management
Paid Media Marketing
Growth Hacking
SEO & SEM
Outbound Marketing

PORTFOLIOS

<https://mkaion.com/portfolio>

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

<https://wperp.com/author/aion>

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.

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+

COMMUNITY WORKS

WordPress Dhaka Community Organizer

I am one of the co-organizers of WordPress Dhaka Meetup. I help the community of Bangladesh to be aware of the benefits of using WordPress. I organize meetups and also spoke in a few meetups about contributing to WordPress, Business Storytelling, Content Marketing et.

WordCamp Speaker

I was one of the panelists of WordCamp Kathmandu 2019 where I spoke about 'Marketing Fundamentals to level up your WordPress Business'. I have attended 7 WordCamps so far and want to attend more.

WooCommerce Community Organizer

In 2019, I started to contribute to WooCommerce by joining the Bangladesh Community team. I have organized one WooCommerce Meetup and helped local developers to understand the power of WooCommerce.

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 have published 6 International IEEE conference papers and also been highlighted in IBM news for my academic work.

I am the Co-Founder of a local startup named 'LegalSheba'. It is an online platform to connect lawyers and anyone can hire them directly from this marketplace.

Apart from that, my hobby is to develop apps and IoT devices. I have developed many apps over the last few years and loves to experiment with them.

For more details please visit -
<https://www.linkedin.com/in/aion11/>

Or, <https://angel.co/aion11>