

Mainul Kabir Aion

I am a Data Storyteller & Digital Strategist, who likes to work with user journey, inbound strategies, customer behavior and content marketing campaigns. I love to design conversion funnels suitable for growing digital products and curate content that really converts.



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6+ Years Experience in Content Marketing

Staff Asia, Bangladesh — Chief Marketing Officer (CMO)

January 2020 - Present

Staff Asia is an outsourcing firm that helps multiple online course providers to market their products and content development. I lead the whole Marketing department consisting of 30+ people who regularly work on content marketing, SEO, lead generation, email marketing, paid marketing (ppc) and more. With my strategy, guidance and supervision, we are getting 250% more traffic, 200% ROI & 10x revenue in paid marketing, 4x lead generation and 3x overall conversion rate improvement.

weDevs, Bangladesh — Head of Content & Marketing

June 2016 - January 2020

I used to look after the entire content marketing activities of weDevs, which is a WordPress Product Company developing multiple enterprise level solutions and SaaS tools. I managed a team of 19 people involved in Content development, SEO, inbound marketing, email marketing, paid marketing, business development and growth hacking. Over the period of 2018-2019, I significantly changed the way weDevs market its products and contributed in increasing their revenue by more than 300%.

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

September 2017 - August 2018

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

HT Global, Bangladesh — Research Analyst (Remote)

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.

WEBISIS, Bangladesh — Subeditor (Part-Time)

January 2014 - August 2014

I prepared creative articles, tutorials, and performed editorial reviews.

SKILLS

Data driven Storytelling
Content Writing
Brand Management
Inbound Marketing
Content Marketing
Paid Media Marketing
Growth Hacking
SEO & SEM
Email Marketing
Management
Growth Hacking
Agile 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.

EDUCATION

Jahangirnagar University (Bangladesh) *Masters in Information Technology*

Pass Year: January 2019 | Result: 3.75 out of 4.00

Institute of Business Administration, University of Dhaka ACMP 4.0 – Marketing and Management

Pass Year: November 2018

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

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

Pearson BTEC HND QCF- Level 5 Computing & Systems Development

Pass Year: November 2014 | Result: Distinction

COMMUNITY WORKS

WordPress Dhaka & Sylhet Community Organizer

I am one of the co-organizers of WordPress Dhaka & Sylhet 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 Organizer

I was the Content Wrangler of WordCamp Dhaka 2019. I helped with all the website content, blog articles and PR. I helped in promotional content as well.

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 Meetups and helped local developers to understand the power of WooCommerce.

PROFESSIONAL CERTIFICATIONS

HubSpot Content Marketing

March 2017, July 2020

HubSpot Inbound Marketing

January 2017, July 2020

Google Ads Search Advertisements

October 2017

Inclusive Leadership Training

Catalystx by edx

April 2015

Diploma in Google Ads

Alison Group

April 2020

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 and hire local lawyers directly at an affordable price.

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