

Mainul Kabir Aion

I am a Data Storyteller who likes to work with user journeys, inbound strategies, customer behavior and content marketing campaigns. I like working with different types of people, love to write engaging content on marketing, WordPress, data, management and business.



7+ Years Experience in Content Marketing

Staff Asia, Bangladesh — Chief Marketing Officer

January 2020 - August 2021

Staff Asia is a UK-based outsourcing firm that helps multiple online course providers including Training Express, One Education, Janets, Teacher's Training, etc. with content, marketing and research. I lead the whole Marketing department consisting of 60+ people who regularly work on content development, inbound marketing, SEO, lead generation, email marketing, paid marketing and business development. My supervision helped to achieve 200% more traffic, 200% ROI in paid marketing, 4x lead generation and 2x overall CRO.

weDevs, Bangladesh — Technical Writer, Research Analyst, Content Lead, Head of Content & Marketing

June 2016 - January 2020

I started as a Technical Writer and used to write articles on WordPress, prepare documentation for weDevs plugins and themes.

Later, I got promoted to Research Analyst after 3 months and then to Content Lead in March 2017. I had to look after all the content marketing activities at that time and manage a team of 6.

In January 2018, I was promoted to the Head of Content & Marketing. I looked after the entire content & marketing efforts of weDevs. I managed a team of 19 people involved in Content, SEO, inbound marketing, email marketing, paid marketing, business development and growth hacking. Over the period of 2017-2019, I significantly changed the way weDevs markets its products and helped in growing the revenue by 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 and review articles for the magazine.

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.

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

SKILLS

Data-driven Storytelling
Digital Marketing & SEO
Content Strategy & Planning
Conversion Rate Optimization
Inbound Marketing
Email Marketing
Paid Media Marketing
Technical Writing
Business Development
Project Management

PORTFOLIOS

<https://mkaion.com/my-portfolio/>

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

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

AWARDS

Featured in Beyond! As [10 Influential Leaders of 2021](#).

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

Institute of Business Administration, University of Dhaka CXO Training (Strategy, Entrepreneurship and Management)

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 etc.

WordCamp Organizer & Speaker

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

At WordCamp Kathmandu 2019, I was a panelist where I spoke about 'Marketing Fundamentals to level up your WordPress Business'. I have attended 10+ WordCamps so far and want to attend more.

WooCommerce Community Organizer

In 2019, I started contributing 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 Digital Marketing Certified June 2021

HubSpot Content Marketing Certified January 2017, July 2020

Google Ads Search Advertisements October 2017

Diploma in Digital Marketing QLS Level 5 Skills & Education UK January 2021

Diploma in Business Management QLS Level 7 Skills & Education UK January 2021

ACHIEVEMENTS & SELF INITIATIVES

I have published 6 International IEEE conference papers and have 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/aiion11/>