

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, and I love to write engaging content on marketing, WordPress, data, management, growth, business, etc.

7+ Years of Experience in Content Marketing

BuddyBoss, (Remote) — Content & Social Media Marketing Manager

December 2022 - Continuing

- Built processes for Content & Social Media marketing efforts.
- Contributed to 2 new product launches
- Scoped and implemented marketing strategy for BuddyBoss product marketing.

XpeedStudio, Bangladesh — Chief Marketing Officer

September 2021 - October 2022

- Built a marketing team from scratch by hiring and training 10+ members.
- Increased half a million active installations of ElementsKit, one of the most popular Elementor Addons, in 1 year.
- Increased the organic traffic of the Wpmet website by 500%, the overall traffic by 250%, and revenue by 150% in just a year.
- Acted as a Product Owner of ShopEngine plugin which gained 20k+ installs in 1 year; and their latest innovation GetGenie, an AI Content Writing and SEO tool.
- Planned almost all the features, designs, and Go-to-market strategies of GetGenie AI. In its opening campaign, we sold 500+ LTD in 3 weeks!

Staff Asia, Bangladesh — Chief Marketing Officer

January 2020 - August 2021

- Managed popular UK-based e-learning brands including Training Express, One Education, Janets, Teacher's Training, and 20 more with content, marketing, and research.
- Led the marketing department consisting of 30+ members who regularly worked on content development, inbound marketing, SEO, lead generation, email marketing, paid marketing, and business development.
- Strategized to gain 200% more traffic, 200% ROI in paid marketing, 5x lead generation, and 2x overall CRO in just 1 year.



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SKILLS

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

Yeast Care Fund July 2022.

Dean's Award for Best IT Student in BSc in IT 2016 at the University of Derby.

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

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

June 2016 - January 2020

- Started as a Technical Writer and used to write articles on WordPress, and prepare documentation for weDevs products.
- Got promoted to Research Analyst after 3 months and then to Content Lead in March 2017.
- In January 2018, I was promoted to the Head of Content & Marketing. I led the entire content & marketing efforts of weDevs and managed a team of 19 people involved in Content, SEO, inbound marketing, email marketing, paid marketing, business development, and growth hacking.
- Throughout 2017-2019, I significantly changed how weDevs markets its products and implemented agile marketing.
- Helped weDevs to increase their revenue by 200%, website traffic by 400%, and conversation rate by 200% in 2 years.

EDUCATION

IBA, University of Dhaka (Bangladesh) ACMP 4.0 - Marketing and Management CXO Strategy Conclave 2021

Pass Year: November 2018 & June 2021

Jahangirnagar University (Bangladesh) *Masters in Information Technology*

Pass Year: July 2018 | 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%)

Pearson BTEC HND QCF- Level 5 **Computing & Systems Development**

Pass Year: November 2014 | Result: Distinction

WORDPRESS COMMUNITY CONTRIBUTIONS

- Co-Organizer of Dhaka & Sylhet WordPress Meetup Chapter
- WordCamp Asia 2023 & WordCamp Dhaka 2019 Organizer
- WordCamp US 2021, 2022 & WordCamp Europe 2022. 2023 Volunteer
- WordCamp Kathmandu 2019 Speaker

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

Published [6 International IEEE conference papers](#) and have also been highlighted in IBM news for my academic work.

Co-Founded 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/ion11/>