

Mainul Kabir Aion

A Data Storyteller with over 10 years of experience in content, SEO, product marketing, and business growth. Proficient in optimizing user journeys and leveraging data to influence customer behavior. Looking forward to applying skills with a can-do attitude in a dynamic team to drive overall growth.



7+ Years of Experience in Leading Marketing Teams

Staff Asia Ltd. & One Education, (Remote) — CMO

June 2023 - Continuing

- Led a dynamic team of 30+ marketing professionals in driving brand excellence, revenue growth, and global awareness of multiple e-learning brands and LMS software.
- Sold 10k+ courses worldwide worth £2m+ from One Education
- Launched 3 new e-learning brands in the UK market and built processes for the team to carry on the go-to-market strategies.

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

December 2022 - May 2023

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

XpeedStudio & Wpmet, Bangladesh — CMO

September 2021 - October 2022

- Established and trained a high-performing marketing team of over 10 professionals from the ground up, enhancing overall productivity.
- 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

Address: Flat#A2, House#41, Road#123, Gulshan 1, Dhaka-1212, Bangladesh

Contact: +8801838424797
mainul.aion@gmail.com

SKILLS

Data-driven Storytelling
Content Marketing & SEO
Product Marketing
Paid Media Marketing
Product Management
Conversion Optimization
Social Media Marketing
Email Marketing
Data Analysis
Partnership Marketing

PORTFOLIOS

<https://mkaion.com/>

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

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

AWARDS

Featured as one of the **10 Influential Leaders of 2021** in Beyond! magazine.

[Yoast 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.

Training Express, One Education, Janets, Teacher's Training, and 20 more with content, marketing, and research.

- Led the marketing department of 40+ members who regularly worked on content development, inbound marketing, SEO, lead generation, email marketing, paid marketing, and business development.
- Served 1 million+ students and 250,000+ active learners from 2020 to 2021.

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

Jahangirnagar University (Bangladesh)

MSc. In Information Technology

Pass Year: December 2018 | Result: 3.75/4.0

University of Derby (UK)

BSc. (Hons) In Information Technology

Pass Year: July 2016 | Result: First Class Honors

Pearson BTEC HND QCF- Level 5 Computing & Systems Development

Pass Year: November 2014 | Result: Distinction

WORDPRESS COMMUNITY CONTRIBUTIONS

- Global WordPress Community Mentor
- Co-organizer of Dhaka & Sylhet WordPress Meetup Chapter
- WordCamp Asia 2023 & WordCamp Dhaka 2019 Organizer
- Speaker at WordCamp Sylhet 2024, Finland 2023, Europe 2023, Nagpur 2022, and Kathmandu 2019.

PROFESSIONAL CERTIFICATIONS

IBA, University of Dhaka (Bangladesh)

ACMP 4.0 - Marketing and Management
CXO Strategy Conclave 2021

November 2018 & June 2021

Diploma in Business Management QLS Level 7 Skills & Education UK

January 2021

HubSpot Digital Marketing Certified

June 2021

HubSpot Content Marketing Certified

January 2017, July 2020

Google Ads Search Advertisements

October 2017

ACHIEVEMENTS & SELF INITIATIVES

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

Featured on [Cloudways](#), [Codexpert](#), and [TGL](#).

Co-founded [LegalSheba](#), an innovative startup that connects clients with local lawyers.

For more details please visit - <https://www.linkedin.com/in/aiion11/>