

MOINUL ISLAM BAPPI

Digital Marketing Strategist | AI Automation Engineer

IT Executive • SEO Specialist • E-commerce Growth Lead

+880 1605-956421 | mib.bappi360@gmail.com | moinulislam.pro | linkedin.com/in/moinul-islam-bappi | github.com/mibx-69

Core Keywords: SEO • Paid Media (Meta/Google/TikTok Ads) • Shopify • CRM • AI Automation • n8n • API Integration • Python • Linux Server Administration • Docker • Google Tag Manager • Google Analytics

PROFESSIONAL SUMMARY

Results-driven IT & Digital Marketing Executive with 4+ years of hands-on experience across SEO, paid media, CRM, and AI-driven automation. Proven track record of scaling e-commerce revenue to six figures monthly on lean ad budgets, founding and growing a digital marketing agency to international clients, and designing secure, scalable automation systems (bots, POS, CRM, webhook pipelines) that cut manual workload by up to 40%. Combines strategic marketing leadership with practical Python/JavaScript development, Linux server administration, and modern AI tooling to build end-to-end digital ecosystems — from acquisition and conversion to backend automation and infrastructure.

Industries Served: E-commerce & Retail, Travel & Tourism, Food & Hospitality, Professional Services

CORE COMPETENCIES

Marketing & Growth: SEO & Local SEO (GMB), Paid Advertising (Meta, Google, TikTok Ads), SMM & SMO, Conversion Rate Optimization, Content Marketing, Sales Funnel Optimization

E-commerce & Analytics: Shopify (Expert), CRM & Customer Lifecycle Management, Data Analytics & Performance Tracking, Google Analytics, Google Tag Manager, Meta Pixel & Conversions API, Bing Webmaster Tools

Automation & Engineering: AI Automation & System Architecture, API Integration, n8n Workflow Automation, Docker, Supabase, VPS & Linux Server Administration, Cybersecurity & Data Protection

Leadership: Business Development, Team Leadership, Digital Operations Management, Client Relationship Management

PROFESSIONAL EXPERIENCE

Note: MiBrand Agency, MiBx Team, and Universes are run concurrently as part of an integrated freelance/agency practice founded in 2023.

Head of IT & Online Executive | Universes (E-commerce) Sep 2025 – Present

- Designed and developed high-converting Shopify stores using SEO-first architecture, improving organic visibility and conversion rates.
- Generated **BDT 10+ lakh** in monthly revenue on under **BDT 1 lakh** in monthly ad spend by optimizing multi-channel campaigns across Meta, Google, and TikTok.
- Built proprietary automation tools, including MiBx POS and messaging API integrations, streamlining order and customer operations.
- Led social media and online sales teams, improving team performance and operational scalability.
- Implemented CRM systems to strengthen customer retention and lifecycle engagement.
- Owned data security, system integrity, and compliance across all digital assets and customer data.

District Marketing Officer | Visions World (Travel Agency) Jun 2025 – Aug 2025

- Executed district-wide marketing campaigns and lead generation strategies that increased regional sales.
- Managed regional marketing teams and day-to-day field operations.
- Built and maintained customer databases and end-to-end CRM pipelines for lead tracking and follow-up.
- Increased sales through targeted advertising and local outreach programs.

Tech Expert & Team Monitoring Lead | MiBx Team 2025 – Present

- Developed scalable automation bots for Telegram and WhatsApp, replacing manual customer support and order-tracking tasks with self-service workflows.
- Built MiBx FastLane, a QR-based restaurant automation system covering ordering and billing, reducing order-taking time and manual entry errors.
- Specialized in Linux systems administration, AI tool integration, and cybersecurity best practices across production infrastructure.
- Worked extensively with Python, relational/NoSQL databases, REST APIs, and AI tooling to design, ship, and monitor production systems.

Founder & SEO Specialist | MiBrand Agency 2023 – Present

- Founded and scaled a digital marketing agency serving clients across 5+ international markets.

- Closed **20+ SEO retainer contracts** within the first year of operation.
- Delivered AI-driven SEO strategies and local ranking campaigns that placed client sites on Google's first page.
- Reduced manual workload by **40%** by designing and deploying internal automation systems.

Freelance SEO & Digital Marketing Consultant | Self-Employed 2021 – Present

- Completed **100+ client projects** with an **85%+ retention rate**.
- Ranked multiple businesses organically on Google's first page through technical and content SEO.
- Managed advertising budgets of up to **\$10,000/month** across multiple ad platforms.
- Delivered measurable results across e-commerce, content marketing, and paid advertising engagements.

KEY PROJECTS

- **Custom POS & CRM System:** Full-stack system with automation, refund, exchange, and SMS workflows.
- **Shopify SMS Webhook Automation:** Real-time API integration for order and delivery notifications.
- **Advanced Shopify E-commerce Websites:** UX-, SEO-, and conversion-optimized storefronts.
- **Custom Review Management Platform:** Multi-channel feedback collection and reputation management system used to centralize customer sentiment across channels for faster response.
- **Telegram Automation Bots:** OTP systems, proxy rotation, and admin dashboards supporting secure, high-volume messaging operations.
- **MiBrand Academy:** SEO and freelancing training platform with full course management, built to onboard and upskill new digital marketing freelancers.
- **MiBx FastLane:** QR-based restaurant automation covering order and billing workflows.
- **AI-Powered SEO Portfolio Website:** Dynamic portfolio site with AI-generated content and analytics.
- **Large-Scale AI Automation Systems:** Secure architecture handling 1,000+ workflow processes per second.

CAREER HIGHLIGHTS

- Scaled e-commerce client revenue to consistent **six-figure monthly performance** on a lean ad budget.
- Generated **BDT 3 lakh** in revenue from only **BDT 10,000** in ad spend on a single campaign.
- Founded and expanded a digital marketing agency into **5+ international markets**.
- Designed and deployed **SaaS-level automation systems** handling 1,000+ processes per second.
- Built and led high-performing digital marketing and technical teams across multiple ventures.
- Launched an academy platform and delivery app MVP within a **3-month** timeline.

TECHNICAL SKILLS

Programming: Python (Intermediate), JavaScript (Intermediate), HTML, CSS

Platforms & Infrastructure: Shopify (Expert), Linux Server Administration, VPS Management, Docker, Supabase, CRM Platforms

Automation & Integration: n8n, API Integration, Telegram & WhatsApp Bots, Webhook Pipelines, Meta Conversation API

Marketing & Analytics Tools: Google Analytics, Google Search Console, Google Tag Manager, Meta Ads Manager, Meta Pixel & Conversions API, Bing Webmaster Tools

AI Tools: ChatGPT, Claude, Gemini, Hugging Face, AI Prompt Engineering

EDUCATION & CERTIFICATIONS

High School Diploma — Begum Rasul Jan Abdul Bari High School

- HubSpot SEO Certification
- HubSpot Digital Marketing Certification
- Meta Certified Digital Marketing Associate
- SEMrush SEO Toolkit Certification
- AI Prompt Engineering — AWS
- Google IT Support Professional Certificate (Junior IT) — Google
- Claude AI Fluency 101 — Anthropic
- Currently Learning: AI Agents, Docker, Supabase, VPS Administration, Meta Conversation API, Linux Server Administration

LANGUAGES

English — Fluent **Bengali** — Native **Hindi** — Conversational