

# SHAUGAT ASHRAF KHAN

Digital Marketing & Growth Specialist (SaaS/WordPress Ecosystem)

✉ official.shaugatashraf@gmail.com ☎ +4915214181251

🌐 www.linkedin.com/in/shaugatashraf 🌐 shaugat.com

📍 Universitätsplatz 1, 34127 Kassel, Germany

🇩🇪 Work Authorisation: Germany - Residence permit for studies (limited work), transferable to work permit upon job offer



## PROFESSIONAL EXPERIENCES

**Deputy Marketing Lead at Fluent Forms (WPManageNinja) May 2022 - Present**

- Contributed to scaling active installations from 200K to 600K+
- Drove a 72% increase in monthly website traffic through content marketing
- Executed lead-generation strategies across web, email, and social channels
- Built and optimised email onboarding flows to drive adoption and retention
- Conducted competitor research to inform positioning and feature messaging
- Analysed marketing metrics to optimise growth performance
- Collaborated with dev and support team to align marketing with product updates

## EDUCATION

**Master of Science in Economic Behavior and Governance 2025 - Present**

University of Kassel

Expected to be graduated in 2027

**Master of Social Science in Economics 2021 - 2022**

Shahjalal University of Science & Technology

**Bachelor of Social Science in Economics 2017 - 2020**

Shahjalal University of Science & Technology

## SKILLS

### Marketing & Growth

- Customer acquisition strategy
- Conversion funnel design
- SEO-led demand generation
- Lifecycle & email marketing
- Funnel & growth performance analysis

### Tools

- CMS: WordPress
- Project management: Notion
- Marketing analytics (GA4, GSC, Ahrefs)
- Email marketing: FluentCRM
- Design: Figma, Adobe Illustrator

### Language

Bangla - Native

English - Professional (C1)

German - Basic (A1)