

SHAUGAT ASHRAF KHAN



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📍 Kassel, Germany (open to relocation)

🇩🇪 **Work Authorisation:** Eligible to work in Germany

Profile: Growth-focused digital marketing specialist with 4+ years of experience scaling software products in the WordPress ecosystem. Experienced in SEO-driven acquisition, lifecycle marketing, and conversion optimization, with a proven record of increasing traffic and product adoption. Seeking marketing roles in Germany where data-driven strategies drive measurable results.

PROFESSIONAL EXPERIENCES

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

- Scaled product adoption from 200K to 700K+ active installations
- Increased monthly website traffic by 72% through SEO and content strategy
- Executed multi-channel lead generation campaigns (web, email, social)
- Built and optimized lifecycle email flows to improve user activation and retention
- Conducted competitor analysis to refine positioning and messaging
- Aligned marketing campaigns with product releases, improving feature adoption and campaign performance

Product Developer at Staff Asia Sep 2020 - Oct 2021

- Managed ed-tech products across three brands
- Conducted market research to identify product opportunities
- Collaborated cross-functionally on product development and launches

SKILLS

Marketing & Growth

- SEO & demand generation
- Conversion funnel optimization
- Lifecycle & email marketing
- Growth analytics & performance tracking

Tools & Platforms

- WordPress
- Notion, ClickUp, Trello
- Google Analytics 4, Google Search Console, Ahrefs
- HubSpot, Salesforce, FluentCRM
- Figma, Adobe Illustrator

Language

English - Professional (C1)

| German - Basic (A1)

| Bangla - Native

EDUCATION

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