Shaugat Ashraf Khan

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PROFESSIONAL EXPERIENCE

Deputy Marketing Lead at WPManageNinja (Fluent Forms) 2022 – Present

- Scaled product adoption from 200K to 800K+ active installations.
- Led go-to-market launch for FluentPlayer, driving 1200+ sign-ups in the first month.
- Designed an onboarding flow that achieved a 2.7% free-to-Pro conversion rate.
- Owned monthly and quarterly marketing planning, tracking performance and optimizing based on results.
- Increased monthly website traffic by 72% through SEO and content strategy.
- Managed social media channels end-to-end, including strategy, content, design system, and scheduling.

Product Developer at Staff Asia 2020 – 2021

- Created 27 high-value online courses across three ed-tech brands.
- Conducted extensive market research to identify new product opportunities.

EDUCATION

Master of Social Science in Economics 2021 – 2022
Shahjalal University of Science & Technology, Bangladesh

Bachelor of Social Science in Economics 2017 – 2020
Shahjalal University of Science & Technology, Bangladesh

SKILLS & TOOLS

Marketing & Growth: SEO & demand generation, conversion-funnel optimization, lifecycle & email marketing, growth analytics & performance tracking.

Tools: Microsoft Office, Google Analytics 4, Google Search Console, SPSS, STATA, Notion, Trello, Ahrefs, FluentCRM, WordPress, Figma, Adobe Illustrator.

LANGUAGES

English - Professional (C1) German - Basic (A1) Bangla - Native

ACTIVITIES & RESEARCH

- Volunteer, WordCamp Europe 2026
- Ashraf Khan, S., Hoque Bushra, T., & Haque, S. (2023). Investigating the Major Influencing Factors of Early Marriage among Women in Bangladesh. BUFT Journal of Business and Economics, 4(1). https://doi.org/10.58481/bjbe2316
- Director of Branding and Promotion, SUST Model UN Association (2018–2020), organized two national MUN conferences with 600+ participants