

ASHFAQUL HAQUE

Full Stack Demand Generation, Growth & Performance Marketing Professional

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Current Location: Dhaka, Bangladesh

PROFILE

I am a Growth marketing professional with 10+ years of building and scaling demand generation, acquisition, lifecycle marketing, PLG, and GTM functions across B2C, B2B, B2C2B, SaaS, Mobile App, cybersecurity, fintech, insurance, e-commerce, agency and digital app consumer platforms.

Proven track record: \$35M+ annual pipeline generated (7:1 ROAS), \$5M+ annual marketing investments managed, revenue scaled from \$100K to \$5M. Expert in multi-channel paid acquisition, product-led growth, marketing operations, revenue analytics, attribution, and full-funnel experimentation.

Experienced in leading remote and distributed teams across APAC, EMEA, and NAM; managing 17+ team members and 5+ external agencies; and driving cross-functional alignment across marketing, sales, product, and finance. Fluent in AI-enabled marketing systems and modern marketing technology stacks.

CORE EXPERTISE & TOOLS

Core Expertise	Platforms & Tools (More or less regularly used)	
• Paid Media Campaigns • Demand Generation • Product-Led Growth (PLG) • Lifecycle & Email Marketing • SEO, AEO, GEO • GTM Systems & Infrastructure • Revenue Marketing • Marketing Analytics & Attribution • Mobile App Marketing • ABM (Account-Based Marketing) • Cross-Functional Leadership • Customer Acquisition & Retention • CRM & MKT Workflow Automation • Digital Data Analytics & Tracking • Retention and Churn Reduction	• Salesforce • HubSpot • Marketo • Pardot, GoHighLevel • GA4, GTM, GSC • Mixpanel, Amplitude • PostHog, Power BI • Tableau, Looker Studio • Customer.io, Klaviyo • LinkedIn, TikTok ads • Meta, Reddit ads • Google Ads, Data Studio • Claude API Connector	• AppsFlyer, Firebase • Notion, Monday, Miro • Asana, Trello, Highspot • 6Sense • Demandbase • Gainsight PX • Pendo • Apollo.io, Salesoft • Ahrefs, SEMRush • Clay, Gong • Chilli Piper • Intercom, FullStory • N8n, Zapier

EXPERIENCE

TryHackMe

Growth Marketing Lead (B2B) | Sep 2025 – Present

Enterprise Cybersecurity SaaS | *Security Training Platform*

- Own global **demand generation**, enterprise acquisition, lifecycle marketing, and growth initiatives supporting cybersecurity training and workforce development solutions.
- Generated **\$187K qualified pipeline from approximately \$80K paid marketing** investment,
- Led a team of 5 marketers, managed 19 external partners and vendors, and developed multi-channel acquisition programs spanning **LinkedIn Ads and outreach, Google Ads, Meta Ads, webinars, lifecycle automation, product-led growth initiatives**, and enterprise ABM campaigns targeting education, government, and commercial sectors.
- Built CRM and marketing automation workflows including lead scoring, segmentation, behavioral triggers, nurture sequences, lifecycle transitions, routing rules, suppression logic, and automated alerts for Sales and Growth teams.
- Enhanced funnel visibility and lifecycle measurement from **MQL to SQL stages using HubSpot**, Amplitude, and Customer.io.
- Implemented and maintained GTM tracking and data flows across marketing, product, and CRM systems; standardized campaign naming, UTMs, conversion events, source attribution, and data synchronization to improve funnel measurement and reporting accuracy.
- Created operational dashboards and analyses to monitor acquisition, activation, conversion, retention, campaign performance, and funnel leakage; used the insights to identify workflow gaps, prioritize experiments, and continuously optimize lifecycle and GTM execution.

INFLXD

Founding Growth & Performance Marketing Lead | Sep 2024 – Aug 2025

AI Workflow Automation | *Financial Data Platform, Fintech*

- Built and led the global growth marketing function for an AI-powered workflow automation platform.
- Generating **\$350K qualified pipeline** while establishing **attribution, CRM, lifecycle automation, and funnel reporting infrastructure**.
- Built and operationalized the GTM data and automation stack across ActiveCampaign, Apollo.io, PostHog, Google Ads, LinkedIn Campaign Manager, and Google Sheets, connecting lead capture, enrichment, qualification, campaign attribution, and sales handoff workflows; implemented standardized tracking for UTM parameters, GCLID, GBRAID, and WBRAID to improve paid media measurement and conversion optimization.
- Designed and executed a structured experimentation framework across the acquisition-to-revenue funnel, using PostHog event tracking and behavioral data to test audience segments, landing pages, lead magnets, campaign messaging, conversion paths, and channel performance; translated experiment results into iterative improvements across activation, MQL qualification, and sales conversion.
- Engineered complex marketing operations workflows by integrating ActiveCampaign forms and automations with Apollo.io enrichment and outbound workflows, defining MQL qualification logic, lead routing, data fields, lifecycle stages, and reporting processes; built centralized funnel reporting to track performance from campaign source through lead, MQL, sales opportunity, and revenue.

Optimizely, Inc.

Senior Marketing Manager (Global Demand Generation) | Jul 2021 – Aug 2024

Enterprise Experience SaaS | *B2B Enterprise AI*

- Owned **global demand generation** initiatives supporting enterprise and PLG growth motions across **12 international markets spanning NAM, EMEA, and APAC**.
- **Generated approximately \$35M pipeline annually, managed \$5M+ yearly marketing investments, and coordinated 5 global agencies.**
- Developed attribution, experimentation, retargeting, onboarding, and lifecycle frameworks that improved pipeline visibility and customer acquisition efficiency. Paid campaign and demand generation initiatives **contributed to 47% growth in new customer acquisition**.
- Built attribution frameworks, improving pipeline visibility across Marketing, Product, and Revenue Operations
- Designed retargeting and lifecycle programs supporting cross-sell and expansion opportunities across installed base segments.
- Supported enterprise engagement and **demand generation initiatives across NAM, EMEA, and APAC**
- Collaborated with RevOps, Product Marketing, and regional stakeholders to improve campaign scalability and reporting

MetLife

Associate Marketing Manager | Sep 2019 – Jun 2021

Global Insurance Enterprise | *APAC Digital Transformation*

- Built and optimized CRM-driven lead management and lifecycle workflows, defining audience segmentation, lead qualification, nurture journeys, and handoff processes between Marketing and Sales to improve policy acquisition and conversion efficiency.
- Developed multi-channel acquisition measurement and attribution frameworks across paid media, CRM, and web analytics; standardized campaign tracking, conversion events, and **funnel reporting to identify high-performing channels and reduce cost per lead by 20%**.
- Led structured conversion experiments across targeting, campaign messaging, landing pages, and lead journeys, using funnel and customer data to identify drop-off points and optimize acquisition performance, **contributing to a 15% increase in policy acquisition within 6 months**

Pathao Limited

Digital Marketing Manager | Feb 2017 – Aug 2019

Mobile Application (Fintech, Logistics, Ride Sharing, E-commerce, Food Delivery)

- Led an 11-member growth team during national expansion.
- Supported revenue growth from approximately **\$100K to \$5M**.
- Owned mobile app growth and acquisition measurement across the install-to-conversion funnel, working with **AppsFlyer, Firebase/Google Analytics, Google Ads, Meta, and other paid channels to track installs, attribution, deep links, sign-ups, first rides/orders, activation, and downstream conversion by channel and audience**.
- Built and optimized mobile growth experiments across app install campaigns, onboarding flows, deep links, push notifications, in-app messaging, referral programs, and promotional offers; analyzed

cohort behavior and funnel drop-offs to improve install-to-first-transaction conversion, repeat usage, retention, and acquisition efficiency.

- Partnered with Product, Engineering, Data, and Operations to implement app event tracking and measurement for key user journeys, defining events and conversion milestones such as install, registration, KYC/account completion, first booking, first ride/order, repeat transaction, and reactivation; used attribution and cohort data to optimize lifecycle campaigns and growth investment.

EDUCATION

MBA: Management Information Systems (MIS), Completed

University of Dhaka, Bangladesh | 2022-2024 | CGPA 3.4 out of 4

BBA: Major In Marketing

National University, Bangladesh | 2012 -2016 | CGPA 3.1out of 4

ADDITIONAL CERTIFICATIONS:

[HubSpot Inbound Marketing](#), [Meta Blueprint](#), [Data Analytics](#), [Generative AI](#), [Google Digital Garage](#)