

ATIQ MUSTAHID RAFI

Marketing & Demand Generation Professional

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PROFESSIONAL SUMMARY

Results-driven Marketing and Business Management professional with 5+ years of experience executing Saas Go-to-Market (GTM) strategies, multi-channel campaigns, and product promotions across B2B and B2C environments. Proven track record in developing compelling product messaging, managing cross-functional stakeholder relationships, and driving measurable business growth through data-driven digital marketing. Experienced in full-cycle campaign management from strategy and content creation to performance analysis.

PROFESSIONAL EXPERIENCE

Marketing Coordinator | Prosh Marketing | Toronto, Ontario, Canada *Sept 2025 – Present*

- Designed and launched structured engagement programs for 50+ fCMO and client community members, achieving a 40% increase in active participation within the first 3 months.
- Developed and executed multi-channel communications strategy across email campaigns, newsletters, and social media, driving a 35% improvement in fCMO and client engagement rates and supporting new client acquisition efforts.
- Planned and executed 8+ virtual and in-person networking events per quarter for fCMOs, clients, and leads, resulting in a 25% increase in lead pipeline activity through facilitated knowledge-sharing sessions.
- Tracked and reported on 10+ community engagement KPIs monthly, using data-driven insights to optimize campaign strategies and improve initiative effectiveness by 20% quarter-over-quarter.

Marketing Lead | Solution Partners Ltd – Oracle NetSuite Partner | Dhaka, Bangladesh *Oct 2023 – Aug 2024*

- Championed GTM launch initiatives for NetSuite ERP solutions across 5+ industry verticals, developing targeted value propositions that reduced average sales cycle length by 20% through sharper messaging alignment.
- Collaborated cross-functionally with product, sales, and operations teams to design and execute GTM plans across 3+ distribution channels, ensuring consistent messaging that contributed to a 30% improvement in qualified lead conversion.
- Managed the full sales and enablement lifecycle for 20+ enterprise prospects, from lead qualification to deal closure.
- Maintained 100% on-time delivery visibility for 5+ concurrent client projects by managing go-live milestones.

Digital Marketing Specialist | Solution Partners Ltd–Oracle NetSuite Partner | Dhaka, Bangladesh *Jan 2023 -Sept 2023*

- Spearheaded the development and execution of integrated marketing and Go-to-Market strategies across digital platforms, boosting brand visibility by 90%.
- Managed 15+ concurrent ad campaigns, aligning messaging with product positioning and audience segments to achieve a 15% increase in website conversions.
- Led social media engagement strategy resulting in a 55% uplift in engagement creating content calendars, overseeing creative production, and partnering with distribution teams to ensure consistent brand messaging.
- Delivered product-specific communications and promotional materials for CTO, CFO, CEO and client audiences, reinforcing message accuracy and channel fit.

Go-to-Market Executive | Unilever Bangladesh Limited | Dhaka, Bangladesh *Jan 2022 – Dec 2022*

- Executed GTM schemes across 4+ retail channels, leveraging shopper insights and competitor intelligence to identify 3 high-opportunity market segments, contributing to a 12% uplift in in-store product visibility.
- Delivered competitive intelligence reports on 5+ rival brands, providing strategic recommendations that directly informed channel and product decisions, strengthening distribution alignment across key retail partners.

EDUCATION

Master of Management (M.Mgt) | Trent University – School of Graduate Studies | Ontario, Canada *2024 - 2025*

BBA – Major in Marketing | Independent University, Bangladesh (IUB) | Dhaka, Bangladesh *2017 - 2022*

TECHNICAL SKILLS & TOOLS

Marketing Platforms: HubSpot, Salesforce, Google Analytics, LinkedIn Ads, Facebook Ads, WordPress

Productivity & Project Management: Microsoft Office Suite (Word, PowerPoint, Excel, Slack, Canva,

CRM & ERP: Oracle NetSuite, Salesforce CRM

Creative & AI Tools: Adobe Photoshop, Illustrator, Premiere Pro, ChatGPT, Claude, SPSS

CERTIFICATIONS

Brand Management: Aligning Business, Brand and Behaviour – Coursera, Digital Media and Marketing Principles – Coursera
Digital Media and Marketing Strategies – Coursera, The Strategy of Content Marketing – Coursera Marketing in a Digital World – Coursera