

Muhibul Haque Galib

Digital Marketing & Financial Analysis Specialist

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Summary

Dynamic professional with over 5 years of diverse experience across tax analysis, digital advertising operations, and customer management. Skilled in maximizing ROI, ensuring regulatory compliance, and driving customer satisfaction through strategic planning and data-driven solutions. Experienced in managing large-scale digital campaigns and conducting detailed financial and tax reporting. Seeking to leverage strong analytical, marketing, and operational expertise in digital marketing or financial and business analysis roles, with a focus on continuous growth and leadership development.

Experience

Tax Analyst - Apr 2023 – Present

Tax Quote, Dhaka

- Prepare federal, state, and local tax returns for individuals and businesses, ensuring accuracy and compliance with all applicable laws and regulations.
- Identify and implement tax-saving opportunities by analyzing financial data and applying eligible deductions and credits to reduce client tax liabilities.
- Ensure full compliance with U.S. tax regulations, staying up-to-date with the latest changes in tax laws and filing requirements.
- Address and resolve client tax inquiries, providing clear and detailed responses to questions related to tax filings, IRS notices, and payments.
- Handle IRS notices and audit responses, ensuring proper documentation and communication to resolve issues efficiently and prevent penalties.
- Streamline tax preparation processes, improving efficiency and reducing turnaround time by 15% through optimized procedures.
- Apply tax credits such as earned income, child tax, and other applicable credits, maximizing client refunds and reducing overall tax burdens.
- Maintain detailed records of client tax filings, tracking deadlines, ensuring proper documentation, and facilitating future tax planning.

Executive, Digital AD Operations - Apr 2021 – Dec 2022

Service Engine BPO

- Managed over 1,000 ad campaigns with a total budget exceeding \$8M, overseeing multi-channel digital ad strategies for clients in diverse industries.
- Optimized cross-channel advertising across platforms, including Display, CTV, and Mobile, improving campaign performance by 25% through targeted adjustments.
- Conducted A/B testing to evaluate ad creatives, landing pages, and targeting strategies, resulting in a 15% increase in conversion rates and better ROI for clients.
- Enhanced targeting strategies by leveraging customer insights and demographic data, which improved ad relevance and click-through rates by 20%.
- Ensured compliance with privacy regulations, including GDPR and CCPA, maintaining data protection standards while executing ad campaigns across multiple platforms.
- Utilized Google Analytics to monitor ad performance and gather insights, optimizing digital campaigns based on real-time data, which led to a 30% improvement in cost-per-click (CPC).

Executive, Customer Management - April 2019 - August 2020

Generis

- Resolved customer queries and complaints promptly, achieving a 95% customer satisfaction rate through efficient issue resolution and follow-ups.
- Managed document dispatch and customer records, ensuring timely delivery and accurate documentation, reducing errors by 20% in the process.

- Improved service processes by analyzing customer feedback and implementing changes that enhanced response times and overall service efficiency by 15%.
- Handled customer escalations professionally, providing solutions that improved customer retention rates by 10%.
- Developed and maintained customer relationships, ensuring that all inquiries were addressed within SLA (Service Level Agreement) timelines.
- Collaborated with cross-functional teams to streamline internal processes, resulting in a 20% increase in operational efficiency.

Intern - Nov 2020 – Jan 2021

Mutual Trust Bank

- Learned account opening processes by assisting in onboarding new clients and ensuring all documentation was accurately completed, contributing to the opening of over 50 new accounts.
- Performed financial data entry into the bank's system, ensuring accurate input of customer details, transactions, and financial records, resulting in a 99% accuracy rate.
- Gained exposure to client service by assisting in addressing client queries, processing requests, and offering solutions, which improved customer satisfaction by 15%.

Education

Bachelor of Social Science (BSS) in Economics

East West University | 2020

Alim in Arts

Uttar Badda Islamia Kamil Madrasah | 4.57/5.00 | 2015

Dakhil in Arts

Uttar Badda Islamia Kamil Madrasah | 5.00/5.00 | 2013

Technical Skills

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|-------------------------------|---------------------|
| • MS Word, Excel & PowerPoint | • Mediamath Console |
| • QuickBooks | • Zendesk |
| • Intuit ProSeries | • ChatGPT |
| • Canopy | • Google Ads |
| • Simpli.fi Console | • WordPress |

Skills & Expertise

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|---------------------------------------|---|
| • Programmatic Advertising | • IRS e-File System Familiarity |
| • Digital Campaign Management | • Budget Planning & ROI Tracking |
| • Search Engine Optimization (SEO) | • Customer Relationship Management |
| • Content Strategy Development | • Data-Driven Decision Making |
| • Market Research & Consumer Insights | • A/B Testing & Performance Evaluation |
| • Financial Reporting & Analysis | • Cross-Channel Advertising Strategy |
| • Tax Research & Planning | • Creative Problem Solving |
| • Tax Filing & Compliance | • Audience Segmentation & Targeting |
| • Financial Data Interpretation | • Strategic Planning & Execution |
| • Prompt Engineering (ChatGPT) | • Communication & Stakeholder Coordination |
| • Website Building & Optimization | • Campaign Analytics & Attribution Modeling |
| • Email Marketing Strategy | • Regulatory Compliance Awareness |

Languages

Bengali: Native | **English:** Fluent | **Hindi:** Intermediate | **Arabic:** Beginner