

Kamruzzaman Alam

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6+ years of experience in the B2B SaaS space, leading end-to-end product strategy, from ideation and developer collaboration to go-to-market execution. Skilled in crafting high-converting landing pages, shaping product narratives and positioning, and running revenue-driving sales campaigns

EXPERIENCE

aThemes

Lead, Product & Marketing

Sep 2020 - Present

- Led the development and launch of two flagship WordPress products, driving a 4x increase in free-to-premium conversions, 48% revenue growth, and a 37.5% uplift in Average Order Value, while managing a cross-functional team of 10+
- Revamped the 2024 Black Friday campaign with customer-centric storytelling and precision targeting, resulting in a 75.32% YoY revenue boost and a 2.12% increase in AOV
- Improved product growth levers by launching targeted landing pages, redesigning onboarding flows, and executing go-to-market strategies, leading to a 16% increase in both leads and product adoption

MyAlice

Product Marketing Lead

Jul 2021 - Jun 2023

- Single-handedly rebuilt the entire site from a custom-coded platform to Webflow, empowering the team to make quick updates and focus on lead generation, resulting in a significant increase in demo bookings and win rates
- Produced two podcast series with 40+ episodes and launched an eCommerce education video series, which drove a 10x boost in social engagement and positioned the brand as a thought leader in conversational commerce
- Fast-tracked site traffic by launching programmatic SEO and 9 free tools within a week, while securing MyAlice's presence on the WordPress Repository and Shopify App Store, expanding reach into new markets

Ollyo

Marketing Specialist

Dec 2018 - Apr 2021

- Launched Tutor LMS during a pandemic-driven shift to remote learning, resulting in 226.8% YoY revenue growth
- Collaborated cross-functionally to ship 50+ pre-built templates and core features for SP Page Builder, significantly increasing product adoption and user satisfaction
- Redesigned company websites, pricing structure, and support systems (Themeum and JoomShaper) using user behavior analytics, reducing bounce rates and boosting session pageviews

EDUCATION

BA (HONS) Business and Management

Newcastle Business School, Northumbria University

SKILL

Project Management: Jira, Trello, Asana, Github Project, Notion, Linear

Web Content Management: WordPress, Shopify, Webflow, Framer, Squarespace, Joomla

Design and Wireframe: Figma, Whimsical, Miro

Analytics: Plausible, Google Analytics, Hotjar, Ahrefs

Performance Marketing: Google Ads, Meta Ads Manager

Email Marketing: Drip, MailChimp, Sendy, Hubspot, Customer.io, Lemlist