

SAYED MEHRAB SATTAR

Fractional CMO / COO | Operations & Growth Leader
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PROFESSIONAL SUMMARY

Fractional CMO/COO and operations leader with nearly a decade in leading growth and operations for founder-led businesses. Across that time I've been the growth lead for 30+ client brands, where I've cut cost-per-lead by 60%, tripled organic search, and managed paid media at 13x ROAS. My focus: lower acquisition costs, durable organic demand, and reporting that turns guesswork into decisions.

EXPERIENCE

Kontakt Digital

Kelowna, BC (Remote)

Digital agency · Jul 2020 – Present

Chief Operating Officer

Jan 2023 – Present

- Act as fractional CMO/COO for a portfolio of client brands, setting marketing and operations strategy, owning monthly full-funnel revenue reporting, and adding service lines that grew recurring revenue double digits in year one.
- Directed a global team across 4 continents with sprint-based workflows that cut delivery times and scaled fulfillment.
- Operationalized AI and automation agency-wide: GoHighLevel CRM with AI email parsing and lead routing, Zapier and n8n workflows linking CRMs to sites, and LLM-assisted content and ad copy across accounts.

Chief Marketing Officer

Jul 2021 – Dec 2022

- Owned multi-channel marketing across SEO, paid media, and email, consistently delivering positive ROI and long-term client growth.
- Established scalable client-acquisition frameworks, shifting from one-off campaigns to predictable, recurring revenue engines.

Digital Marketing Manager

Jul 2020 – Jun 2021

- Built and scaled SEO and social media campaigns, improving local visibility and driving inbound lead flow for client accounts.
- Promoted within one year for leadership across SEO, paid media, and content-to-conversion systems.

SELECTED CLIENT ENGAGEMENTS (AS FRACTIONAL CMO / COO VIA KONTAKT DIGITAL)

Outcomes below were delivered by the Kontakt Digital team under Mehrab's strategy and leadership.

Airwaves Music, multi-city DJ & events company (Western Canada) | Marketing Lead 2020–Present; Events Manager mid-2025–Present

- As Events Manager, owns end-to-end delivery of 110–150 events per year (\$160K–\$234K in annual booked revenue).
- Cut blended cost-per-lead ~60% (to \$14.60) while sustaining a 17%+ close rate across 600–850 annual leads.
- Grew organic search ~3x (84K to 231K monthly impressions; ~520 to 1,550 monthly clicks) and reached #1 local map-pack rankings across core keywords.

Raw Feeding 101 & RawPawIQ, raw dog-feeding community & nutrition platform | Community, Email Marketing & Product

- Grew an 88K+ member raw-feeding community and ran its email-marketing engine, lifting organic search impressions ~70% (137K to 231K in a quarter); designed and delivered meal plans tailored to members' dogs.
- Core contributor to RawPawIQ, a raw-dog-food nutrition app: caught bugs and drove feature ideas from hands-on use, and built the system that channels user feedback into product improvements; ran GoHighLevel lifecycle outreach and shaped pricing and offers with the founder.

Fitness-equipment e-commerce (Canada & US) | Paid Media

- Managed ~\$183K in paid media across two countries, driving ~\$2.48M in tracked conversion value (~13x ROAS) and 4,200+ conversions in less than 1 year; account selected into Google's Accelerated Growth Team.

Multi-location retail chain (BC) | SEO & Reputation

- Directed local SEO and reputation for a multi-location retail chain (\$3M+ monthly revenue), building 400K+ monthly search impressions and 20K+ organic clicks into in-store foot traffic; doubled a sister brand's organic footprint in six months.

Amazon-FBA education brand (US) | SEO & Content

- Built an SEO content engine generating 300–495 leads/month (\$42K–\$69K in pipeline; \$66K in a peak month) and 1,700+ ranked keywords.

Sales-recruiting & training company (US) | SEO

- Grew ranked keywords from ~90 to 500+ in under a year and took flagship terms (e.g. “high ticket sales closer”) to #1.

Physiotherapy & rehab clinic | Paid Search

- Led Google Ads delivering 440+ booked appointments in a single month at a \$7.24 cost-per-acquisition.

Additional Experience

Don Sumdany Facilitation & Consultancy

Dhaka, Bangladesh

Community Manager → Social Media Executive → Social Media Manager · Jan 2018 – Jun 2020 (Part-time during university)

- Grew YouTube from 5K to 25K subscribers and Facebook from 95K to 200K+ followers through organic strategy and a high-volume content engine (5–10 pieces/day).
- Was part of the team that created “Look Who's Talking,” among Bangladesh's first successful podcasts; built and moderated the country's largest professional Facebook group.

10 Minute School

Dhaka, Bangladesh

Google Ads Consultant (Short-term engagement) · 2021

- Consulted on Google Ads for a 3-month, 24-session acceleration program, helping Bangladesh's leading online education platform launch paid search across 40 campaigns and open a new revenue stream.
- Generated a 7x return on ad spend (11 lacs BDT in ad spend, ~78 lacs BDT in tracked revenue)

People for Animal Welfare (PAW Foundation)

Dhaka, Bangladesh

Digital Media Strategist (Pro bono / Consulting) · 2023 – Present

- Built the foundation's website and digital presence, created Google Business Profiles for three veterinary clinics, and advised on strategy to expand community engagement and access to care.

EDUCATION

Master of Social Science (Economics), Bangladesh University of Professionals 2022 · GPA 3.38/4.00

Bachelor of Social Science (Economics), Bangladesh University of Professionals 2020 · GPA 3.63/4.00

LEADERSHIP DEVELOPMENT & CERTIFICATIONS

- COO Alliance (2023–2024): member of Cameron Herold's global COO mastermind for scaling and operations.
- Operator & founder programs: Dan Martell (SaaS Academy), Alex Hormozi (Acquisition.com).
- Marketing training: Digital Marketing Specialization (Coursera, U. of Illinois); Google Skillshop (Ads, Analytics, Merchant Center); Affiliate Lab; Train My Traffic Person.

SKILLS & EXPERTISE

Operations & Leadership: Business strategy, organizational design, cross-functional team leadership, SOPs, sprint frameworks, budgeting, profitability management.

Marketing & Growth: SEO, paid media (Google, Meta, LinkedIn), local search, funnel design, lead nurturing, lifecycle marketing, conversion copywriting, market research.

Technology, AI & Automation: AI/LLMs for content, ad copy, and email parsing at scale; CRM build-outs and lifecycle automation (GoHighLevel, HubSpot, Salesforce); workflow automation linking CRMs to sites and reporting (Zapier, n8n); GA4, Search Console, Ahrefs, SEMrush, Excel/Sheets.

LANGUAGES

English: CEFR C2 (IELTS 8.5) · Bangla: Native · Japanese: Basic (toward JLPT N4) · Hindi: Conversational

REFERENCES

References available upon request.