

FAISAL MAHMUD BAPPI (FAYM)

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Former tech **startup founder** with a **partial exit**.

I'm a product-led growth & performance marketing expert by profession and a tech enthusiast at heart.

9+ years of experience in **ConsumerTech, AdTech & Web3 Fintech**. Skilled in **Design, Data Analysis & Digital Marketing**.

CAREER HIGHLIGHTS

- Scaled Pathao (like Uber) from 50 rides/day to 165K+ daily rides & deliveries, acquiring over 8M paying customers.
- Founded tech startup, raised \$305K from 14 global VCs/angels for HypeScout; acquired 32K influencers to serve 4.5K brands, that generated half a million dollar in revenue.
- Grew MRR by 450% in 6 months at Wind App through automated B2B acquisition funnels.
- Managed \$1M+ ad spend across Meta, Google, TikTok & Apple Search Ads for Truely Travel eSIM, HypeScout & Pathao, achieving sustained CPA optimization.
- Created over 1000 promotional content for all the companies I've worked with in the last 9 years. Now I've built an AI-powered content system (ChatGPT, Sora, Midjourney, Heygen, Veo3, Kling, Elevenlabs, etc.) producing high-conversion UGC videos at scale for Truely.

WORK EXPERIENCE:

Global Growth Manager - Full Time

[Truely Travel eSIM](#) | Featured in [Alertify](#), [Tech In Asia](#), [e27.co](#), [BackScoop](#)

Feb 2025 - Present

- **Built an AI-powered content engine** leveraging ChatGPT, Sora, Midjourney, Heygen, Captions, ElevenLabs, Kling AI, and VEO3 to produce realistic, high-conversion UGC videos for Truely.
- **Initiated and scaled influencer marketing** by creating a full-stack CRM and contract automation system using Google Apps Script, Zapier, and OpenAI API, reducing manual work by 80% and streamlining hiring, onboarding, and campaign management.
- **Managed App Store Optimisation** for eSIM related keywords across multiple regions using tools like App-Tweak and ASO-World.
- **Led performance marketing strategy and execution** across Meta, Google, TikTok, and Apple Search Ads, managing a \$25K/month budget with consistent CPA optimization.
- **Integrated AppsFlyer** for mobile attribution, **GTM** for advanced web tracking, and **Metabase** for building custom growth dashboards, enabling real-time decision-making.
- **Designed and implemented data-driven acquisition funnels**, audience segmentation, and automated reporting to improve campaign efficiency and scalability across multiple geographies.

General Marketing Manager - Full Time (Singapore, Philippines, UAE, USA, India)

Dec 2023 - Jan 2025

[Wind App](#) Acq. by River (Decentralized Finance/Web3) | Featured in [Tech Crunch](#), [Tech In Asia](#)

- **Developed and implemented B2B email and LinkedIn outreach automation funnel** that consistently generates over 20 bookings per month from email and 12 bookings from LinkedIn, with a monthly tools expenditure of only \$260. Increased MRR by 450% within 6 months.
- **Integrated Zapier with Sales CRM, Calendar, and Website Contact Form** to streamline lead management, significantly reducing manual effort and improving operational efficiency.
- **Created an automated user-onboarding email pipeline** with a sequence of educational emails, resulting in a 28% increase in weekly conversion rates by spending only \$10 per month.
- **Integrated acquisition attribution tools** such as Branch, UTM tracking, Pixel, and others to optimize ad spending across Meta, Google, LinkedIn, and X (formerly Twitter), achieving a 36% cost efficiency on user acquisition.
- **Redesigned and revamped the company website**, including the creation of three targeted landing pages for different user segments using Figma. [Personal Page](#) | [Business](#) | [API Page](#)
- **Implemented SQL-based queries and dashboards** in Metabase to analyze key customer metrics, including retention rate, lifetime value (LTV), and churn, enabling data-driven marketing decisions.
- **Created and managed 2 Web3 communities** for Wind App on Telegram, engaging 800+ active members. [Community 1](#) | [Community 2](#)
- **Coordinated partnerships and facilitated free tickets** to seven Web3 events worth \$80K USD for our users, enhancing brand loyalty and user engagement.

Co-Founder & CEO - Full Time | Exited (Singapore, Bangladesh, India, Philippines)

Aug 2020 - Jul 2024

[HypeScout](#) (Influencer Marketing Platform) | Featured in [Future Startup](#), [TBS](#)

- **Designed, Built MVP, and Launched HypeScout**, a data-driven influencer marketing platform, during the COVID-19 pandemic to support digital marketers and content creators across South Asia.
- **Raised \$305K in investment** from 14 international Angels & Venture Capitalists.
- **Acquired 32K influencers** by spending only \$6K in paid ads in total. Created a product-led referral-program & network effect to keep our CPA low.
- **Served 4,500 companies** in Bangladesh & India with their influencer marketing effort.
- **Completed 12.7K influencer campaigns** Generating \$520K in GTV.
- **Hired and managed a team of 30+ employees**, scaling business operations across South Asia over four years.

Assistant Marketing Manager - Full Time (Marketing Lead - Bangladesh & Nepal)

Oct 2016 - Jan 2021

Pathao (Ride Sharing & Food Delivery App) | Featured in [Tech Crunch](#), [Tech In Asia](#), [Nasdaq](#), [CNBC](#)

- **Started as the second employee at Pathao Rides**, eventually leading the digital marketing team and driving the company's growth into the largest ride-sharing and food-delivery startup in Bangladesh. Successfully scaled operations to Nepal in 2018, acquiring over 10 million users.
- **Acquired over 8 million paid customers** through strategic spending of approximately \$700,000 across multiple channels, including Facebook Ads, Google PPC, and Influencer marketing. Additionally, onboarded third-party ad publishers like AdPlay and Shareit to enhance growth.
- **Starting from 50 bike rides a day**, scaled it to 100K+ bike rides, 25K+ car rides, and 40K+ food delivery a day out of which around 30% came from direct digital marketing efforts.
- **Produced 155+ content**, including 35+ high-quality video commercials and 100+ animated videos to drive lead generation and user acquisition. Coordinated 20+ photoshoots.
- **Integrated CleverTap and AppsFlyer** to optimize ROI and automate customer journeys, while spearheading digital media planning and promo strategy. Later, we built our own tool internally and saved \$11K/m by replacing these tools.
- **Survived a big layoff of over 300 employees**, transitioning from leading a 10+ person digital marketing team to becoming its sole member. Strategically prepared, pitched, and successfully sold ad placements within our app to external companies, generating critical revenue that sustained and help to rebuild the marketing department.

Digital Marketing Specialist | Contract (Bangladesh)

Nov 2023 - Apr 2024

Mitro (B2B Fintech)

- **Designed and developed** the company [website](#), integrating Pixel and Google Analytics for effective conversion tracking. Published a [news article](#) in a reputed Bangladeshi news portal to build trust & awareness
- **Launched a new vertical called "Digital Deposit"**, in partnership with a Microfinance Association (MFA), enabling regular users to earn 12%+ interest through Fixed Deposits. Generated 200+ leads with a conversion rate of 8.5% during my contract period.

Performance Marketing Expert | Contract (Bangladesh)

Jun 2021 - Oct 2021

Kludio (Food Delivery App - shutdown in 2022)

- **Setup Paid Media buying Strategy** and acquired over 10,000 new users in a month.
- **Introduced BI & analytical tool** (Google Locker Studio, previously known as Data Studio) to analyze and monitor customer & business insights that helped them understand their CPA, LTV, Retention & Churn.

Content Creator & Digital Marketer | Contract (Bangladesh, India)

May 2020 - Jul 2020

LBC Media (Media & Content Distribution Company)

- **Edited & Published Teaser** content with over 200 web series & movies on [Addatimes](#) & [Eros Now Bangladesh](#).
- **Did media buying of \$20K** with the content made for Addatimes & Eros Now Bangladesh.

Digital Marketing Consultant | Contract (Bangladesh)

Mar 2019 - Jan 2020

Service Chai (VA company for Offshore Clients)

- **Conducted Photoshoot**, designed content for the website and social media, and built lead generation pipeline from ads.

Education:

Bachelors of Computer Science & Engineering | CGPA: 3.0 out of 4

Daffodil International University, Dhaka, Bangladesh

Language Proficiency: English (fluent), **Bengali** (native), and **Hindi** (intermediate).

Personal Interest: Sketching, Painting, Vlogging.

Professional Skills:

Design:

UI/UX, Graphic Design, Print Design, Motion Graphics, 3d Modeling, Video Editing, and Photography. AI Content Creation

Tools: Figma, Photoshop, Illustrator, After Effects, Premier Pro, Vinci Resolve, Veo3, ChatGPT, Sora, Kling, Heygen, Elevenlabs.

Data:

Data Crunch, Analysis, and Visualisation, SQL Queries, Dashboard.

Tools: Excel, Google Sheets, Google App Script, Google Locker Studio, Metabase, Firebase, Google Analytics, GCP.

Digital Marketing:

SEM, ASO, Community, Email / LinkedIn Outreach, Guerrilla Marketing, Social Media Ads, Influencer Marketing & AR Marketing.

Tools: Google/Meta/X Ads, Instantly, Loops, AppsFlyer, Branch, LinkedHelper, CleverTap, Mixpanel, Dripify, Apollo, Zapier, WordPress, Spark AR.

Reviews From Past Employers:

<u>Hussain Elius</u> Founder & CEO, Wind App. Former Founder & CEO, Pathao E: elius@wind.app	I highly recommend Bappi for his exceptional skills and dedication to his work. During his time at Pathao, he proved himself to be a valuable team member, starting off as our first employee at digital marketing & quickly climbing the ranks. Faym's technical knowledge & understanding of the guerrilla marketing were unmatched. He always showed a willingness to learn & improve his skills.
<u>Kishwar Hashemee</u> Former Founder & CEO, Mitro. Chief of Growth, Truely eSIM. E: kishwar@mitro.io	If I can meet someone else who is as reliable as Bappi, I'd consider myself lucky. Bappi is soft-spoken, however, his brain races at the pace of concord planes. It is rare to come across a person who has data, design & digital growth skills in one person. We call him a Growth Ninja.
<u>Nirjhor Rahman</u> CEO, Bangladesh Angels E: nirjhor.rahman@bdangels.co	I've not encountered the mix of humility and hustle that I've seen in Bappi in a long time. I've personally witnessed him go through a company restructure in the middle of a critical fundraise. he's got grit and perseverance by the bucket load. we are proud investors. can't wait to keep working with him.
<u>Arneeb Mahbub</u> Product Marketing at Indeed Global GTM E: arneeb@conshusinc.com	I had the privilege of working with Faym during his founder days at Hypescout and have worked with him on many small marketing projects. Faym is an exceptional marketer. He has the best qualities you would want with someone who you're entrusting your growth and marketing needs to. He is detail-oriented, has impeccable design skills, and most importantly is patient with his clients. I've worked with Faym on numerous projects, and I can safely say that he is one of the most talented designers I have worked with. In addition, he doesn't shy away from challenges. Sometimes, he doesn't have the skills to do a project, but in those rare instances, I can count on him to make sure he will be the hardest worker in the room to learn everything about the topic and give it his best, without cutting corners. I will gladly vouch for Faym in any setting and I know that he is a value add to any organization.