

# Rafi Chowdhury

## Director of Digital Strategy and Business Development - Wound Care Surgeons

Northridge, CA

rafi1220@gmail.com - (901)674-4629

Seven years Marketing experience via Social Media. Recent graduate from the University of Memphis with a Bachelors of Arts in Psychology with concentration in Cognitive Science. Graduate of The LeaderShape Institute 2013. Founder/Co-founder of four start-up businesses.

Willing to relocate to: Los Angeles, CA - Memphis, TN

Authorized to work in the US for any employer

### WORK EXPERIENCE

#### Director of Digital Strategy and Business Development

Wound Care Surgeons - September 2015 to Present

Growth hacker, email marketing, project management, ergonomics, content marketing, on-page seo, off-page seo, social media, brand management, digital marketing, link building, radio advertising, business development, and much more to increase the web presence of the company and reach the target audience

- Grew Facebook page to more than 2k fans in less than 1 week
- Grew Twitter to more than 65k followers in 2 weeks
- Managed email marketing campaign of more than 50k emails

#### Freelancer

myCampusHacks.com - October 2014 to Present

Clients include Faithbaby, Inc., TEAM.Aero, unfunnel.com, IPS3web LLC, Easley Transportation, Beyond Steam Carpet Cleaning, Courtney Elmer, Sendoutnice.com, Pro Lock, ViAm Solutions, Healthcare Services Group, Nerium International, Senses Memphis, Pickle App, The University of Memphis, and many more

- Manage internet platforms including social media and WordPress website
- Drive traffic to site and generate sales via content marketing, on-page optimization, social media engagement, & email marketing

#### Co-founder & Marketer

myCampusHacks.com - August 2014 to Present

This social networking site is an up-and-coming startup focusing on improving a student's college experience

- Site received more than 150 registered users in the first month of launch
- Site was featured on several media outlets & was nominated to be featured on Inc. Magazine's "coolest college startups" for 2015

#### Coach chess and leadership development courses

myCampusHacks.com - August 2014 to August 2015

Chowdhury's Chess Leadership Program - Founder and Silent Owner (August 2014-August 2015)

- Coach chess and leadership development courses in Memphis schools
- Spread the program to 8 schools locally
- The project's non-profit project, Caritas Village Chess Club was featured on ABC news in its 2nd week of launch

#### Founder and Owner

Chowdhury's Chocolate Checkmates - July 2014 to August 2015

Company has several active projects on chess leadership development and worked with 9 local schools

- Grew company to 7 employees and is projected to generate \$12k in revenue in first year

### **Founder**

Chowdhury's Chocolate Checkmates - June 2014 to August 2015

Manufacture chocolate chess pieces, more than 200 units were sold

- Certified to manufacture and sell food due to completion of Domestic Kitchen Online Training course

### **Total Concept - Digital Marketing Specialist**

www.ecosignsandbanners.com - February 2015 to June 2015

Leading eCommerce project www.ecosignsandbanners.com

- Extra 10,000 targeted visitors to site resulting in positive ROI within first month
- Project components encompass, but are not limited to PPC, Google Adwords, SEM, SEO, Inbound Marketing, WordPress Development, Content Marketing, Google Analytics, Heat Map, Email Marketing, B to B marketing, Sales, Google Webmaster Tools, etc.
- Site ranks of Google for multiple high competition commercial intent keywords within the digital printing industry

### **Digital Marketing Specialist**

The Flinn Clinic - January 2015 to February 2015

Assisted with the marketing campaigns of politician George Flinn

- Built niche websites, managed and produced content for WordPress sites, created lead pages and squeeze pages, email campaigns using MailChimp, drove targeted traffic to niche sites,
- Used web analytics and marketing tools including Lead Pages, Vidlify, Fiverr.com, Click Funnels, Google Analytics, keywordtool.io, Tweepi, and Buzzsumo

### **Research Assistant**

Mid-South Chess - 2013 to 2014

Researched under Dr. Art Graesser's lab with PhD student Brent Morgan on his dissertation on mood and multitasking

- Wrote for a Chess Intelligent Tutoring System joint venture with Brent Morgan under his company MMTech

### **Marketer & Tournament Director**

Mid-South Chess - 2007 to 2014

Worked as head chess instructor/promoter since 2008

- Taught and promoted chess at various local schools and in the community
- Ran and organized chess tournaments both locally and nationally
- Grew the tournament to include more schools over the years
- Responsible for company's revenue growth to in excess of \$100K

### **Specialized Sales Clerk**

Mid-South Chess - May 2013 to July 2013

Sold \$400+ worth of merchandise on any given day around the park

- Leading sales representative for the company

### **Intern**

Mid-South Chess - January 2013 to May 2013

Issued press releases, content creation, video recording of lectures, marketing, social media, and presence at lectures

### **Tournament Director & Vendor**

Mid-South Chess - 2011 to 2012

Sold more than \$6000 worth merchandise at several single tournaments

- Ran chess tournaments consisting of more than 100 players

### **SOCIAL MEDIA:**

Facebook: [www.facebook.com/rafichowdhury.entrepreneur](http://www.facebook.com/rafichowdhury.entrepreneur)

- Twitter: [www.twitter.com/\\_rafichowdhury](http://www.twitter.com/_rafichowdhury)

Linkedin: [www.linkedin.com/in/rafichowdhury](http://www.linkedin.com/in/rafichowdhury)

Google+: <https://plus.google.com/+RafiChowdhury1406/posts>

YouTube: [www.youtube.com/user/RafiChowdhury1](http://www.youtube.com/user/RafiChowdhury1)

Website: [www.rafichowdhury.com](http://www.rafichowdhury.com) - 30k unique visitors/month with Alexa Rank 100k

### **EDUCATION**

#### **Bachelors of Arts in Psychology**

The University of Memphis

May 2010 to May 2014

### **SKILLS**

Digital Marketing (7 years), SEO (7 years), Content Management (7 years), Content Marketing (7 years), Content Strategy (7 years), Growth Hacking (7 years), Business Development (7 years), Online Marketing (7 years), Public Speaking (7 years), Marketing (7 years), Consulting (7 years), Analysis, Psychology (7 years), Negotiation (7 years), Leadership (7 years), Lead Generation, Cold Calling, Start-Ups, Client Relations, Client Management, Client Relationship Management, Wordpress, Search Engine Optimization, Typing 65 WPM, Keyboarding, Internet Research, Blogging, Blogger, Social Media, Social Media Marketing, Inventory Management, Selling, Vendor Relations, Coaching, Business Intelligence, SAAS, Analytical Skills, Google Analytics, Google Docs, Google Adwords, Google Webmaster Tools, Google+, Google Chrome

### **LINKS**

<http://chowdhurysdigital.com/>

<http://iviewz.com/interview-with-rafi-chowdhury-founder-of-chowdhurys-and-co-founder-of-mycampusstackschowdhury/>

<http://meritpages.com/Rafi-Chowdhury/113766>

<http://mychesscoach.net/>

<http://noragouma.com/interview-with-rafi-chowdhury-eco-signs-and-banners/>

<http://paychecktopassion.com/blog/rafi-chowdhury-business-like-chess/>

<http://rafichowdhury.com.cutestat.com/>

<http://sdasia.co/2014/10/25/campus-hacks-chess-pieces-story-rafi-chowdhury/>

<http://start-up-booster.com/interview-with-rafi-chowdhury-great-tips-from-multiple-entrepreneur/>

<http://streetsideconvos.com/2014/12/17/rafi-chowdhury/>

<http://vintagemediagroup.com/dotcom-entrepreneur-lives-home-mama/>

<http://withfivequestions.blogspot.com/2015/03/meet-rafi-chowdhury-entrepreneur.html>

<http://www.chess.com/members/view/RafiChowdhury>

[http://www.dailyhelmsman.com/archives/website-aimed-to-guide-u-of-m-students-through-campus/article\\_c5389de1-2653-575a-8ea6-dfda0cf0e30f.html](http://www.dailyhelmsman.com/archives/website-aimed-to-guide-u-of-m-students-through-campus/article_c5389de1-2653-575a-8ea6-dfda0cf0e30f.html)

<http://www.globalyuppiestyle.com/entrepreneurial-and-life-advice-from-memphis-digital-marketing-guru-rafi>

<http://www.ips3web.com/online-marketing-for-your-company/>

<http://www.kicktraq.com/projects/1005022781/mycampushacks-social-networking-site-for-college-s/>

<http://www.localmemphis.com/news/local-good-news-chess-at-caritas-village>

<http://www.manta.com/cp/mx4snn2/547a58047a29dad011dfd7fe/chowdhury-s-chess-leadership-program>

<http://www.pinstopin.com/rafi-quotes/>

<http://www.rafichowdhury.com>

<http://www.rafichowdhury.com/>

<http://www.simandan.com/?p=14990>

<http://www.stephenesketzis.com/interviews/rafi-chowdhury-23-year-old-entrepreneur-digital-marketer-says-videos-infographics-and-webinars-are-the-next-big-thing/>

<http://www.stephenesketzis.com/interviews/rafi-chowdhury-23-year-old-entrepreneur-digital-marketer-says-videos-infographics-and-webinars-are-the-next-big-thing/>

<http://www.voicesofmarketing.com/written-interviews/interview-with-rafi-chowdhury/>

<https://plus.google.com/+RafiChowdhury1406/posts>

<https://twitter.com/rafichowdhury>

<https://unfunnel.com/seo-keyword-strategy/>

<https://www.facebook.com/rafichowdhury.entrepreneur>

<https://www.linkedin.com/in/rafichowdhury>

<https://www.youtube.com/user/RafiChowdhury1>

## AWARDS

### **Mid-South Psychology Conference**

June 2014

Top talk of the conference with over 500 in attendance

## PUBLICATIONS

### **The Official Website of Rafi Chowdhury**

<http://www.rafichowdhury.com>

My blog

### **Chowdhury's Digital**

<http://www.chowdhurysdigital.com>

Digital Consultancy Website