

RAFIA KHANDAKER

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Creative Project Manager & Digital Marketer with expertise in content strategy, campaign execution, and brand growth. Skilled in managing creative projects, streamlining workflows, and optimizing digital and offline marketing. Experienced with project management tools, design software, and analytics to boost brand visibility and operational efficiency.

SKILLS

Project Management Trello, Monday.com, lytho

Digital Marketing & Analytics Google Ads, Meta Ads, Google Analytics, Pinterest Analytics, Khoros

Design & Content Creation Figma, Canva, Adobe Creative Suite

EXPERIENCE

Marketing & Creative Lead, Apprentice

01/2024 – Present

- Managed end-to-end creative projects for social media and offline marketing, overseeing content creation, campaign execution, and brand consistency across multiple channels.
- Designed and developed the user onboarding experience using Figma and FlutterFlow.
- Built and managed the company website through HubSpot, creating custom landing pages for promotions and a marketplace for users.
- Launched and optimized Google Ads and Meta (Facebook & Instagram) campaigns to drive user acquisition and brand awareness.

Social Media Manager, Publishers Clearing House

09/2018 – 07/2022

- Managed the content calendar, overseeing 15–20 daily published posts across all platforms and produced last-minute content to keep up with trends leading to increased engagement.
- Achieved a 100% boost in year-over-year Instagram performance in impressions and engagement, along with a 50% rise in video views, and 20% growth in followers.
- Mentored interns on analytics tools and trend research, providing hands-on training for optimal execution and fostering a culture of continuous learning and development.

Project Management Intern, Publishers Clearing House

06/2016 – 08/2018

- Managed 40–70 weekly projects, ensuring deadlines were met and resources across 25–30 copywriters, designers, and developers were effectively allocated.
- Assisted launching mobile apps, event promotions, and coordinating social media initiatives contributing to the successful execution of cross-functional projects.
- Facilitated seamless project workflows by onboarding new users to workflow management platforms and resolving technical issues.

EDUCATION

Full Stack Development

2022

Flatiron School

Bachelor of Science: Information Systems, Specialization in Business and Economics

2018

Stony Brook University