

Mashiyat Iqbal

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SUMMARY

- Data-driven marketing professional with over 2 years of experience in Brand and Digital Marketing, SEO, Marketing Analytics, Data Analysis, Web Development, Email Marketing, Content Strategy, Media and Communication, Social Media Marketing, Content Development, Campaign Planning, Data Reporting, and a strong expertise in SQL.
- Demonstrated proficiency with Content Management Systems, Adobe Analytics, Google Analytics, Semrush and Tableau for effective data visualization and creative content management.
- Proven ability in identifying and resolving complex data issues to drive organizational growth and deliver effective data-driven solutions.
- Extensive experience in applying advanced SQL techniques, including Data Definition Language (DDL) for schema design and Data Manipulation Language (DML) for comprehensive data management. Demonstrated ability to analyze complex data sources and optimize data processing workflows, resulting in actionable insights and efficient data handling.
- Highly skilled in leveraging Python to develop and implement robust reporting systems. Expertise in data organization, coding, and analysis, enabling the extraction of meaningful insights and significantly enhancing reporting accuracy and functionality.
- Expert in transforming raw data into actionable insights through advanced historical data analysis and visualization techniques. Proven ability to improve decision-making processes and strategic planning by leveraging data transformation capabilities.
- Proven track record in developing and optimizing e-commerce platforms using advanced content management systems. Proficient in implementing a wide range of marketing strategies, including upselling, cross-selling, automated email campaigns, A/B testing, and SEO best practices, leading to significant improvements in conversion rates and online visibility.
- Demonstrated expertise in designing and executing innovative social media campaigns. Capable of integrating multiple channels to deliver high-value customer experiences and drive engagement, enhancing overall campaign effectiveness.
- Demonstrated strong analytical problem-solving skills and effective business interaction capabilities. Proven ability to quickly learn and adapt to new applications and technologies.
- Ability to learn and use new applications within the minimum possible time.

TECHNICAL SKILLS

Digital Marketing Tools: Google Analytics, Google Ads, HubSpot, Yoast, Semrush

Visualization tools: Adobe Analytics, Tableau, Power BI, Google Analytics

Data Programming Tools: R Studio, SPSS, SQL, Python

Certifications: HubSpot Marketing Software, HubSpot CMS, Google Analytics, Tata: Data Visualization, Semrush

EDUCATION

Master of Science, Marketing - The University of Texas at Dallas

May 2024

Scholar with High Distinction

GPA 3.95

Bachelor of Business Administration - University of Dhaka, Bangladesh

June 2020

KEY PROJECT HIGHLIGHTS

University of Texas at Dallas, Dallas, TX

Aug 2022 – May 2024

E-commerce Marketing and Web Analytics

Role Summary: Developed and refined e-commerce strategies to enhance SEO, boost conversions, and drive lead generation through targeted campaigns and analytical insights.

Responsibilities:

- Optimized SEO performance for three e-commerce websites (using WordPress, Shopify, and HubSpot CMS), resulting in a 15% increase in organic traffic and improved search engine rankings.

- Implemented A/B testing and upselling/cross-selling strategies, boosting conversion rates and increasing overall sales revenue.
- Developed and executed automated email campaigns, leading to a 20% increase in email click-through rates and higher customer engagement.
- Utilized Adobe Analytics and Google Analytics to track user behavior and optimize campaign performance, generating a 20% increase in lead generation and driving better customer insights.
- Created and optimized landing pages and sales funnels, resulting in user engagement improvement and a higher conversion rate.
- Collaborated on developing comprehensive content strategies, aligning SEO with content creation to enhance site visibility and user experience.

Environment: HubSpot, WordPress, Shopify, Yoast, Canva, Google Analytics, Adobe Analytics

University of Texas at Dallas, Dallas, TX

Aug 2022 – May 2024

Data Optimization and Programming

Role Summary: Optimized data processing workflows using Python and SQL, improving performance and query efficiency, leading to faster report generation and enhanced overall system performance.

Responsibilities:

- Reduced data processing time by 30% by optimizing workflows with Python libraries (NumPy, pandas), improving operational efficiency and system performance.
- Designed and implemented database schemas for e-commerce reporting, using DDL (Data Definition Language) commands to ensure efficient data storage, schema integrity, and optimized data retrieval.
- Developed complex SQL DML (Data Manipulation Language) queries to manipulate large datasets, transforming raw data into actionable insights that drove marketing campaign performance.
- Executed SQL queries for comprehensive data extraction, leading to more detailed and actionable insights for marketing decision-making.
- Created Python-based scripts to automate the extraction and reporting of key marketing performance indicators, reducing reporting time and enhancing data accuracy.
- Cleaned and organized complex datasets using Excel, performing data analysis to generate actionable insights that informed decision-making and supported strategic planning.

Environment: Python, SQL, MS Excel

PROFESSIONAL EXPERIENCE

University of Texas at Dallas, Dallas, TX

Aug 2022 – May 2024

Content Analyst Assistant

Role Summary: Created and analyzed content for course materials to enhance learning experiences.

Responsibilities:

- Developed and optimized data dashboards using Tableau, enabling real-time performance tracking of student assignments, attendance, and presentation evaluations, leading to more effective performance management.
- Automated student performance reporting in Excel, resulting in a 25% increase in productivity and more accurate performance evaluations for the professor and academic team.
- Collaborated with professors and academic teams to analyze student data and streamline grading with Google Sheets, contributing to more accurate and timely evaluations.
- Improved course management processes with E-learning tools, ensuring better decision-making and timely updates based on real-time student performance data.

Environment: Tableau, MS Excel, E-Learning Platforms, Google Sheets

Grameenphone Ltd., Dhaka, Bangladesh

Jan 2020 – Apr 2020

Brand and Digital Marketing Intern

Role Summary: Teamed up with the marketing department's category communication unit and took initiative in campaign planning and execution for IoT, data, and loyalty program categories.

Responsibilities:

- Led content development for a high-profile IoT product expo, creating compelling marketing materials using Canva and PowerPoint that contributed to a successful product launch.
- Designed and executed targeted social media campaigns, increasing customer engagement by 20% and improving brand visibility across multiple platforms.
- Collaborated with marketing agencies to design and implement promotional materials, including digital assets and retail point-of-sale designs, which enhanced product visibility and customer experience.
- Managed 2 loyalty program campaigns, using Excel to track and analyze customer data, offering personalized rewards for premium customers, which resulted in increased customer satisfaction and engagement.

Environment: Canva, MS PowerPoint, MS Excel, SPSS

Intelligent Machines Ltd., Dhaka, Bangladesh

Feb 2018 – Oct 2018

Data Analysis and Research Associate

Role Summary: Led the research, content, UX and creative strategy of marketing materials for new product launch.

Responsibilities:

- Led the development of a retail AI app, improving marketing effectiveness by 50% through enhanced data collection and personalized marketing strategies.
- Conducted primary research and data analysis across 100+ retail outlets using R (ggplot2), identifying key performance trends that improved campaign targeting and overall effectiveness.
- Implemented real-time performance monitoring for campaigns with data labeling software and used Excel to track metrics, enabling faster adjustments and alignment with business goals.
- Collaborated with product and UX teams to refine app design based on retailer feedback, sharing insights via Slack and supporting decisions with data pulled from Excel.

Environment: R-Studio, Data Labeling Software, MS Excel, Slack

LEADERSHIP EXPERIENCE

Marketing Director, HerCampus at University of Texas at Dallas

Aug 2023 – May 2024

Role Summary: Managed content strategy and promotional campaigns to enhance audience engagement and drive traffic.

Responsibilities:

- Led content management and promotional activities on LinkedIn, utilizing data-driven insights to drive higher engagement and CTR, aligned with overall marketing strategy.
- Managed monthly newsletter production, using Google Sheets and MS Excel for performance tracking and content optimization, resulting in increased website traffic.
- Designed promotional content in Canva, applying SEO best practices and content strategies to enhance social media visibility and drive engagement, improving overall campaign effectiveness.

Environment: LinkedIn, Google Sheets, MS Excel, Canva