

Nusaybah Chowdhury

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nnmcmxcvi.github.io

SUMMARY: Professional with years of Experience in digital marketing, social media management, market research and user experience design. Maintain fast-paced timelines, guides and transform brands using holistic approach to generate world class marketing campaigns.

EXPERIENCE

Unsubscribe Hair, Los Angeles, CA Feb 2022 – Present

Digital Media Coordinator (40 hours/week)

- Execute social media campaigns including copywriting, design, & content creation
- Identify technical issues that could be impeding a website's ranking
- Assist in the development and management of online advertising & email marketing strategies
- Source engaging influencers that resonate with each campaign, review influencer content and ensure messaging is aligned with the brand

Prose, New York, NY Mar 2021 – Dec 2021

Social Media Marketing Coordinator (32 hours/week)

- Created content calendar & developed engaging content for the target market
- Assisted in the development of social media & influencer marketing strategy
- Increased brand awareness (e.g. 50% more comments and likes on Instagram & TikTok)
- Increased conversions (e.g. 3% increase in traffic to the website)
- Reviewed analytics, identified trends in interactions, & created reports on key metrics

EDUCATION

Bachelor of Science in Marketing May 2022

California State University, Northridge, CA

Overall GPA: 3.68 | Marketing GPA: 4.0 | Cum Laude Honors

Beta Gamma Sigma Honors Society

Associate of Science in Economics & Business Administration May 2020

Pasadena City College, Pasadena, CA

Certifications

Hootsuite Platform Certification 2022

Social Media Marketing Certification | Issued by Stukent 2022

Digital Marketing Certification | Issued by Stukent 2021

Google Analytics | Google Ads Search | Google Ad Display 2021

SKILLS

Programmatic Media Buying | A/B testing | UX design | SEO | Social Media | Email Marketing | Brand Development | Paid Search Marketing | Microsoft Office (Word, Excel, PowerPoint, Outlook) | Canva | Hootsuite | Google Analytics | SEMrush | Audience Segmentation | Influencer Marketing | Digital Media

INTERESTS

Travel | Sports; F1, Soccer | Star Wars | Skincare | Art | Photography | Music | Fashion | Sustainability