

Nusaybah Chowdhury

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nnmcmxcvi.github.io

EDUCATION

Bachelor of Science in Marketing

May 2022

California State University, Northridge, CA

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

Dean's List | 4 semesters

Fall 2020 – Spring 2022

Beta Gamma Sigma Honors Society

Associate of Science in Economics & Business Administration

May 2020

Pasadena City College, Pasadena, CA

EXPERIENCE

Internet Brands, Los Angeles, CA

Jan 2022 – May 2022

Advertising Operations Intern (20 hours/week)

- Managed traffic campaigns through Google Ad Manager
- Worked with sales teams and account planners for campaign planning, optimization, and reporting
- QA creatives (ads) to ensure full functionality and diagnose any technical issues punctually

Prose, New York, NY

Mar 2021 – Dec 2021

Social Media Marketing Manager (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, and created reports on key metrics

Capstone Project, Northridge, CA

Fall 2021

Digital Marketing Manager

- Created search, shopping & email campaigns for targeted audiences; Performed A/B testing
- Responsible for landing page and search engine optimization
- Analyzed metrics (e.g. conversion rates, CTR, impressions, revenue, profit)

CERTIFICATIONS

Hootsuite Platform (2022)

Google Ads Display (2021)

Digital Marketing (2021)

Social Media Marketing (2022)

Google Analytics (2021)

Google Ads Search (2021)

SKILLS

Programmatic Advertising | A/B testing | UX design | SEO | Social Media (e.g. Facebook, Instagram, TikTok, Twitter, YouTube) | Brand Development | Content Creation | Microsoft Office (Word, Excel, PowerPoint, Outlook) | Canva | Hootsuite | Google Analytics | Sprout Social | SEMrush | Google Ads

INTERESTS

Travel | Sports; F1, Soccer | Star Wars | Skincare | Beauty | Photography | Art | Reading | Sustainability