

Nusaybah Chowdhury

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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

Unsubscribe Hair, Los Angeles, CA

Feb 2022 – Present

Digital Media Coordinator (40 hours/week)

- Analyze data and create spreadsheet to identify trends across social media
- Use Google Ads to identify target audiences for ads
- Identify technical issues that could be impeding a website's ranking
- Assist in the development and management of online advertising & email marketing strategies

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

Capstone Project, Northridge, CA

Fall 2021

Digital Marketing Manager

- Created search, shopping & email campaigns for targeted audiences; Performed A/B testing
- Responsible for creating & optimizing landing pages, and search engine
- 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 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

INTERESTS

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