

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 – Fall 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)	
<ul style="list-style-type: none">Managed traffic campaigns through Google Ad ManagerWorked with sales teams and account planners for campaign planning, optimization, and reportingQA creatives (ads) to ensure full functionality and diagnose any technical issues punctually	
Capstone Project , Northridge, CA	
Social Media Marketing Manager	Spring 2022
<ul style="list-style-type: none">Created content calendar, scheduled content (organic and paid), performed demographic targeting, responded to customers, managed budget & negotiated with influencersAnalyzed engagement data, identified trends in customer interactions, planned campaigns to build a community & tracked social media metrics	
Capstone Project , Northridge, CA	
Digital Marketing Manager	Fall 2022
<ul style="list-style-type: none">Managed budget, created ad & email campaigns, researched keywords & targeted audiencesCreated & optimized landing pages, SEO, performed A/B testing, and analyzed KPI	

CERTIFICATIONS

Hootsuite Platform (2022)	Google Ads Display (2021)	Google Ads Search (2021)
Mimic Social (2022)	Google Analytics (2021)	Mimic Pro Classic (2021)

SOFT SKILLS | HARD SKILLS

Attention to Details	Search Engine Optimization	Market Analysis
Creativity	Social Media	Microsoft Office
Critical Thinking	Content Creation	Brand Management
Problem Solving	A/B Testing	Copywriting
Fluent in English and Bengali	UX Design	Programmatic Media

INTERESTS

Travelling | Sports: F1, Soccer | Star Wars | Harry Potter | Photography | Museums | Reading Books