

# Nusaybah Chowdhury

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nnmcmxcvi.github.io

## EDUCATION

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|---|---|
| <b>Bachelor of Science in Marketing</b><br>California State University, Northridge, CA<br>Overall GPA: 3.68   Marketing GPA: 4.0   Cum Laude Honors<br>Dean's List   4 semesters<br>Beta Gamma Sigma Honors Society | May 2022<br><br><br>Fall 2020 – Spring 2022 |
| <b>Associate of Science in Economics &amp; Business Administration</b><br>Pasadena City College, Pasadena, CA   | May 2020                                    |

## EXPERIENCE

|  |                     |
|--|---------------------|
| <b>Internet Brands</b> , Los Angeles, CA<br><b>Advertising Operations Intern (20 hours/week)</b> <ul style="list-style-type: none"><li>Managed traffic campaigns through Google Ad Manager</li><li>Worked with sales teams and account planners for campaign planning, optimization, and reporting</li><li>QA creatives (ads) to ensure full functionality and diagnose any technical issues punctually</li></ul>  | Jan 2022 – May 2022 |
| <b>Prose</b> , New York, NY<br><b>Social Media Marketing Manager (32 hours/week)</b> <ul style="list-style-type: none"><li>Created content calendar &amp; developed engaging content for the target market</li><li>Assisted in the development of social media &amp; influencer marketing strategy</li><li>Increased brand awareness (e.g. 50% more comments and likes on Instagram &amp; TikTok)</li><li>Increased conversions (e.g. 3% increase in traffic to the website)</li><li>Reviewed analytics, identified trends in interactions, and created reports on key metrics</li></ul> | Mar 2021 – Dec 2021 |
| <b>Capstone Project</b> , Northridge, CA<br><b>Digital Marketing Manager</b> <ul style="list-style-type: none"><li>Created search, shopping &amp; email campaigns for targeted audiences; Performed A/B testing</li><li>Responsible for landing page and search engine optimization</li><li>Analyzed metrics (e.g. conversion rates, CTR, impressions, revenue, profit)</li></ul>  | Fall 2021           |

## 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 | Music | Photography | Art | Reading | Sustainability