

Nusaybah Chowdhury

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nnmcmxcvi.github.io

EDUCATION

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

EXPERIENCE

Internet Brands , Los Angeles, CA 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	Jan 2022 – May 2022
Prose , New York, NY Social Media Marketing Manager (32 hours/week) <ul style="list-style-type: none">Created content calendar & developed engaging content for the target marketAssisted in the development of social media & influencer marketing strategyIncreased 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	Mar 2021 – Dec 2021
Capstone Project , Northridge, CA Digital Marketing Manager <ul style="list-style-type: none">Created search, shopping & email campaigns for targeted audiences; Performed A/B testingResponsible for landing page and search engine optimizationAnalyzed metrics (e.g. conversion rates, CTR, impressions, revenue, profit)	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