

Istihad Rabbi

Digital Marketing Analyst

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing and Data Analyst with 4+ years of experience managing \$15K+ monthly Google Ads and Meta Ads budgets, growing website traffic 60% and improving ROAS 30%. Skilled in SEO/SEM, GA4, Google Tag Manager and marketing analytics, backed by dual MBAs in Business Analytics and Finance.

CORE SKILLS

Digital Marketing: Google Ads, Meta Ads Manager, GA4, Google Tag Manager, SEMrush, Hootsuite, Sprout Social

SEO/SEM: Keyword Research, On-Page SEO, Technical SEO, Competitor Analysis, Content Strategy

Analytics & Data: Excel (Advanced), Power BI, Tableau, Google Looker Studio, SQL (Basics), Data Modeling

Core Competencies: Campaign Optimization, Lead Generation, Conversion Rate Optimization, A/B Testing, Cross-Channel Planning, Stakeholder Communication

Finance & Business: Financial Analysis, Budget Management, Forecasting, ROI Analysis, SAP, GAAP Compliance

Tools & Platforms: CRM Systems, Marketing Automation, Trello, Jira, Adobe Photoshop, Canva

PROFESSIONAL EXPERIENCE

Assistant Digital Marketing Specialist

Jun 2025 – Oct 2025

International American University, Los Angeles, CA

- Increased follower base 42% and engagement rates 35% through multi-platform social campaigns.
- Produced 120+ posts, blogs and visuals per month, expanding global content reach 28%.
- Delivered 15+ quarterly performance reports that drove a 30% improvement in organic growth.

Assistant Digital Media

Sep 2023 – Jun 2025

International American University, Los Angeles, CA

- Managed a \$15K+ monthly Google Ads and Meta Ads budget, cutting CPC 25% and improving ROAS 30%.
- Grew website traffic 60% and social media audience 70% through SEO and content strategy.
- Achieved 40% ROI growth and 35% campaign optimization gains leading a 3-person team.

Accounts Executive

Apr 2022 – Apr 2023

AJM Constructions & Supplier, Bangladesh

- Analyzed SAP financial transactions for GAAP compliance, improving accuracy 30%.
- Optimized cash flow 25% through accounts payable and receivable analysis.
- Reduced data entry errors 20% through automation initiatives.

QC Document Controller

May 2021 – Mar 2022

IHI Corporation, Japan

- Cut project delays 44% through timeline analysis and reporting.
- Reduced documentation revision errors 35% with a version control system.
- Improved data accuracy 25% with automated Excel tracking tools.

Assistant Accounts

Sep 2019 – Mar 2021

MAS Intimates Bangladesh Private Limited, Bangladesh

- Improved transaction traceability 40% across finance processes by supporting SAP integration.
- Reduced manual entry errors 35% by streamlining workflows with Excel functions and pivot tables.
- Improved audit readiness 30% by analyzing vendor invoice data and optimizing payment cycles.

SELECTED PROJECTS

Phlebotomy Program Enrollment: Google Ads Campaign

Sep 2024 – Apr 2025

LA Vocational Institute, Los Angeles, CA

- Grew program inquiries 60% within 6 months with targeted Google Ads campaigns.
- Reduced cost per acquisition 25% by optimizing keywords and benchmarking competitors.
- Led a cross-functional team of 4 and delivered reporting insights to leadership.

Strategic Social Media Marketing Funnel

Jan 2025 – Jun 2025

Orange County University, California

- Achieved 300% engagement growth on Facebook and Instagram, boosting brand visibility.
- Improved content performance 40% using Meta Business Suite analytics to tune posting strategy.
- Built monthly content calendars aligned with admissions goals and managed a team of 3 creatives.

EDUCATION

MBA in Business Analytics

2025

International American University, GPA 3.67

MBA in Finance

2021

East Delta University, GPA 3.14

BBA in Finance

2020

Port City International University, GPA 3.90

CERTIFICATIONS

- Campaign Manager 360 Certification, Google (Skillshop)
- Google Analytics Certification, Google (Skillshop)
- AI-Powered Performance Ads Certification, Google (Skillshop)

PUBLICATIONS

- Exploring the Impacts of Automation on Employment: A Qualitative Study on Machine Learning and the Future of Work. International Journal for Research in Engineering Application & Management (Journal article).
- Why Do Banks Fail? Examining Systemic Risks and Managerial Inefficiencies in Financial Institutions. Aim International Journal Publisher (Journal article).
- The Role of Artificial Intelligence in Education: Transforming Administration and Leadership. National Conference on Sustainable Business Strategies for a Shared Future, Indian Institute of Public Administration (Conference paper).

PROFESSIONAL MEMBERSHIPS

- American Marketing Association (AMA), Member
- International Institute of Business Analysis (IIBA), Member