

ISTIHAD RABBI

DIGITAL MARKETING ANALYST | MARKETING DATA ANALYST | BUSINESS & DATA ANALYST | CAMPAIGN PERFORMANCE ANALYST

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PROFESSIONAL OVERVIEW

Analytical and results-driven **Marketing & Business/Data Analyst** with **4+ years of experience** optimizing digital campaigns, leveraging data insights, and driving business growth across education, B2B, and service sectors. Proven expertise in **Google Ads, Meta Ads, SEO/SEM, GA4, and marketing analytics**, managing \$15K+ monthly ad budgets with up to **60% traffic growth, 70% social growth, and 35% conversion uplift**. Skilled in **data modeling, reporting, campaign optimization, competitive analysis, and financial/data analysis** backed by dual MBAs in **Business Analytics and Finance**. Adept at partnering with cross-functional teams to design strategies, automate workflows, streamline reporting, and improve marketing ROI and operational efficiency.

EDUCATION

Master of Business Administration in Business Analytics | International American University, Los Angeles, CA | **GPA: 3.67** **Jan 2025**

Master of Business Administration in Finance | East Delta University, Bangladesh | **GPA: 3.14** **Jan 2021**

Bachelor of Business Administration in Finance | International American University, Los Angeles, CA | **GPA: 3.90** **Jan 2020**

PROFESSIONAL EXPERIENCE

Assistant Digital Marketing Specialist | International American University, Los Angeles, CA **Jun 2025 – Oct 2025**

- Directed successful multi-platform social media campaigns, increasing follower base 42% and boosting engagement rates 35%
- Produced and strategically scheduled 120+ monthly posts, blogs, and visuals, significantly expanding global content reach by 28%
- Monitored analytics and delivered 15+ quarterly performance reports, driving 30% improvement in organic growth metrics
- Researched 50+ competitor campaigns and emerging trends, optimizing strategies to achieve 25% higher engagement
- Coordinated strategic monthly content calendar with creative teams, ensuring 100% on-time delivery of marketing assets
- Delivered actionable insights from campaign performance, enabling leadership to refine strategies and sustain measurable growth

Assistant Digital Media | International American University, Los Angeles, CA **Sep 2023 – Jun 2025**

- Managed \$15K+ monthly Google and Meta Ads budget, strategically reducing CPC 25% and significantly improving ROAS 30%
- Increased website traffic 60% and expanded social media audience 70% through targeted, innovative SEO and content strategy
- Conducted campaign analysis using GA4 and SEMrush, achieving 35% optimization and boosting conversion rates across platforms
- Executed innovative digital strategies with a 3-member team, delivering 100% accurate reports and driving 40% ROI growth
- Streamlined integration of paid ads, SEO, and analytics, improving marketing efficiency 25% and maximizing campaign impact
- Delivered actionable insights from performance metrics, enabling leadership to refine strategies and sustain measurable growth

Accounts Executive | AJM Constructions & Supplier, Bangladesh **Apr 2022 – Apr 2023**

- Analyzed SAP financial transactions ensuring GAAP compliance, detecting irregularities, and improving reporting accuracy 30%
- Processed accounts payable/receivable data, identifying payment trends, optimizing cash flow 25%, strengthening vendor relationships
- Collaborated with finance team, resolving workflow bottlenecks, reducing data entry errors 20% through automation initiatives
- Directed accounting software implementation and migration, reducing month-end closing time 15% and improving reporting efficiency
- Monitored billing patterns across 15+ clients, generating insights that improved resolution speed 40% and satisfaction scores
- Delivered actionable compliance reports, supporting leadership decisions and enhancing operational efficiency 25% across financial processes

QC Document Controller | IHI Corporation, Japan **May 2021 – Mar 2022**

- Conducted comprehensive, in-depth analysis of ITR, RFI, and Excel tracker data, identifying trends and improving accuracy 30%
- Developed automated Excel tracking tools, enhancing data accuracy 25% while reducing manual input errors significantly
- Implemented version control system, reducing documentation revision errors 35% and minimizing costly rework time across projects
- Leveraged historical project data, creating predictive models that improved document accessibility 40% and traceability across departments
- Analyzed project timelines and documentation cycles, addressing bottlenecks, achieving 44% reduction in overall project delays
- Delivered actionable QA/QC insights through regular reports, supporting leadership decisions and improving operational efficiency 25%

Assistant Accounts | MAS Intimates Bangladesh Private Limited, Bangladesh **Sep 2023 – Mar 2021**

- Analyzed vendor invoice data, identifying discrepancies, optimizing payment cycles, improving audit readiness 30% across operations
- Utilized financial data ensuring accurate record-keeping, strengthening compliance with tax regulations, reducing reporting errors 25%
- Leveraged Excel functions and pivot tables, streamlining workflows, reducing manual entry errors 35%, improving encoding accuracy
- Supported SAP integration, enabling data-driven payment initiation, enhancing transaction traceability 40% across finance processes
- Monitored supplier payment trends via dashboards, accelerating issue resolution 45% and ensuring timely disbursements consistently
- Generated actionable financial insights, improving monthly reporting accuracy 30%, enhancing budget tracking and tax return preparation

PROJECT EXPERIENCE

Strategic Social Media Marketing Funnel Creation | Orange County University | California

Jan 2025 – Jun 2025

- Planned and executed social media strategies, achieving 300% engagement growth on Facebook and Instagram, boosting brand visibility
- Designed monthly content calendars aligned with admissions goals, ensuring consistent messaging and outreach across digital platforms
- Leveraged Meta Business Suite analytics to optimize posting strategy, improving content performance and audience engagement 40%
- Managed a team of 3 creatives, maintaining cohesive brand voice and delivering high-impact campaigns across channels

Phlebotomy Program Enrollment: Google Ads Campaign Success | LA Vocational Institute | Los Angeles, CA

Sep 2024 – Apr 2025

- Spearheaded Google Ads campaigns, boosting Phlebotomy program inquiries 60% within 6 months through targeted strategies
- Reduced cost-per-acquisition 25% by optimizing keywords and benchmarking competitor performance for efficient ad spend
- Developed comprehensive digital marketing strategies aligned with institutional growth goals, driving measurable enrollment impact
- Led a dynamic cross-functional team of 4, delivering high-performing campaigns and actionable reporting insights for leadership

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 C Management)
- Why Do Banks Fail? Examining Systemic Risks and Managerial Inefficiencies in Financial Institutions (Aim International Journal Publisher)

CONFERENCES

National Conference on Sustainable Business Strategies for a Shared Future (Paper Title: The Role of Artificial Intelligence in Education: Transforming Administration and Leadership for Revolutionizing Education) – Indian Institute of Public Administration

MEMBERSHIPS

- Certification of Membership at the International Institute of Business Analysis (IIBA)

CERTIFICATIONS

- Certified Digital Marketer – Creative IT Institute, Chittagong
- SEMrush: How to Incorporate PPC Into Your Marketing Strategy for Increased Conversions
- SEMrush: Keyword Research: A Step-by-Step Guide
- The Data Scientist Toolbox by John Hopkins University
- LinkedIn: Photoshop for Designers: Working with Shapes
- PMI: Project Management Foundations
- PMI: Project Management Foundations: Ethics
- PMI: Project Management Foundations: Requirements
- NASBA: Project Management Foundations: Ethics
- NASBA: Project Management Foundations: Requirements
- Introduction to Spanish

TECHNICAL SKILLS

- **Digital Marketing Tools:** Google Ads, Meta Ads Manager, GA4, Google Tag Manager, SEMrush, Hootsuite, Sprout Social, SocialPilot
- **Reporting & A/B Testing:** GA4 Events/Conversions, Dashboards, Funnel Analysis, CRO, Campaign Performance Tracking
- **Analytics & Data Tools:** Excel (Advanced), Power BI, Tableau, SQL (Basics), Google Looker Studio
- **Project & Workflow Tools:** Trello, Jira, CRM/Marketing Automation Platforms
- **SEO/SEM:** Keyword Research, On-Page SEO, Technical SEO, Competitor Analysis
- **Design & Content Tools:** Adobe Photoshop, Canva

CORE COMPETENCIES

Digital Marketing Analytics | Paid Media Optimization (Google & Meta Ads) | Campaign Performance & ROI Analysis | SEO/SEM Strategy | Web & Marketing Analytics (GA4, SEMrush) | Market Research & Competitor Analysis | Data Cleaning, Modeling & Dashboarding | Lead Generation & Funnel Optimization | Budget Management & Forecasting | Customer Behavior & Trend Analysis | Reporting Automation & Insight Generation | Cross-Channel Campaign Planning | Conversion Rate Optimization (CRO) | Multi-Channel Attribution | Business & Financial Data Analysis | Process Improvement & Workflow Automation | Stakeholder Communication & Requirements Gathering | Strategic Planning & Project Coordination | Analytical Problem-Solving | Data-Driven Decision-Making | Communication & Presentation | Cross-Functional Collaboration | Attention to Detail | Adaptability & Continuous Learning | Leadership & Team Coordination | Time Management & Prioritization