

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 & 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