

WORK EXPERIENCE

Paid Media Specialist

❖ **Pharmapacks (eCommerce)**

- Assist with the creation and management of paid search campaigns in top marketplaces (Amazon, eBay, Walmart) and search engines (Google, Bing)
 - Initiate product launches with heavy budgets for must-win keywords
 - Analyze weekly reports for two competitive brands – Johnson & Johnson (\$450K/mo) and Reckitt Benckiser (\$125K/mo)
 - Maintain and expand affiliate marketing channel on Conversant Junction
- [Google AdWords](#), [Google Analytics](#), [Facebook Ads](#), [YouTube Ads](#), [Constant Contact](#), [Vendini](#), [MS Excel](#), [Photoshop](#)

September 2018 – Present

Digital Marketing Associate

❖ **Flushing Town Hall**

- Optimized \$10K monthly budget Google Ads account – reduced CPC, implemented account structure, drew analytic conclusions and increased web traffic by 14.8% through keyword research, target ROA and A/B split testing
 - Executed weekly/biweekly event-specific campaigns: email, social (Facebook, Instagram, Youtube), Link NYC, etc.
 - Cross-promoted with NYC Go, other cultural arts organizations, and PR agencies
- [Google AdWords](#), [Google Analytics](#), [Facebook Ads](#), [YouTube Ads](#), [Constant Contact](#), [Vendini](#), [MS Excel](#), [Photoshop](#)

June 2018 – September 2018

Quality Manager

❖ **Khan's Tutorial**

- Collaborated with a team of four managers to help the company reach monthly branch sales targets. Implemented traditional and social media marketing strategies to promote student enrollment. Conducted sales appointments in multiple languages to assist targeted clientele.
- [Quickbooks](#), [MS Excel](#), [Google Suite](#)

October 2015 – June 2018

Student Researcher

❖ **Research Foundation of CUNY**

- Created a solution for descriptive statistics of over 140,000 climate data points using pivot tables, VLOOKUP, and if/then/else statements.
- [MS Excel](#), [MySQL](#)

May 2017 – May 2018

Freelance Web Developer

❖ **Custom Website**

<https://meethilarahman.com>

- Built a custom website to display ongoing projects in responsive web design.
- [HTML](#), [CSS](#), [JavaScript](#), & [jQuery](#)

❖ **WordPress Template**

<https://analytics.auvenell.com>

- Provided a locally hosted template to a customer for a healthcare analytics website through additional plugins, themes, media and customization.
- [WordPress](#), [Photoshop](#)

February 2018 – May 2018

CERTIFICATIONS & TRAINING

Google AdWords

- ❖ AdWords Search Certification (Completion ID: 18718060)
July 2018 – July 2019

Web Developer Bootcamp

- ❖ Built with: HTML Email, HTML Forms, CSS Responsive Design, JavaScript, jQuery, DevTools, Command Line
January 2018 – May 2018

TECHNICAL SKILLSET

eCommerce Marketing

- ❖ [Amazon Marketing Services](#)
- ❖ [Google Shopping Campaigns](#)
- ❖ [eBay Marketing](#)
- ❖ [Walmart Marketing](#)
- ❖ [CJ Affiliate](#)

Digital Marketing

- ❖ [Google Ads](#)
- ❖ [Display Marketing](#)
- ❖ [Bing Search Marketing](#)
- ❖ [Social Media Marketing](#)
[Facebook](#), [YouTube](#), [Instagram](#)
- ❖ [Email Marketing](#)
[Constant Contact](#), [Mail Chimp](#)

Front End Technologies

- ❖ [HTML](#), [CSS](#), [JavaScript](#)
- ❖ [WordPress](#)

Database & Information

- ❖ [MySQL](#)
- ❖ [MS Excel](#)

Frameworks & Stack

- ❖ [LAMP](#)
[Linux](#), [Apache](#), [MySQL](#), [PHP](#)
- ❖ [jQuery](#)

EDUCATION

Queens College CUNY

65-30 Kissena Boulevard,
Queens, New York, 11367

Bachelor of Science

2013 – 2018