

OBJECTIVE

Promethean marketing leader looking to join a passionate team of creative innovators.

SKILLS

- Content Marketing Strategy
- SEO/SEM Optimization
- ChatGPT & AI Prompts
- Tradeshows & Events
- Email Marketing
- Copywriting

TOOLS

- HubSpot
- Salesforce
- WordPress
- Shopify
- SquareSpace
- Semrush
- ChatGPT
- Moz Ahrefs
- Constant Contact
- Screaming Frog

FARIBA ARABGHANI

DIGITAL MARKETING & SEO CONSULTANT



Riba@Arabghani.me



281-912-9124

Houston, TX

EXPERIENCE



SEXOLOGIST & DEIB CONSULTANT 2012- PRESENT *I ilithfoxx*

Sexuality and relationship education, marketing, & organizational DEI consulting.



B2B MARKETING MANAGER

Mar 2022 - Oct 2022 PennFoster-Carrus

Content marketing strategy, SEO, and tradeshow marketing for a B2B SaaS learning & development platform.

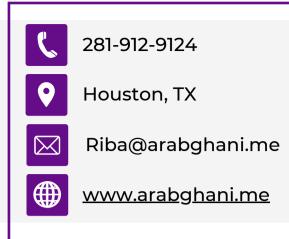


MARKETING CONSULTANT

Mar 2020 - Mar 2022 LFK Consulting

Marketing and branding strategies for small businesses across many industries.

- Mailchimp Mailerlite
- Marketo
- Cvent
- EventBrite
 - Webex



EDUCATION

Bachelor of Arts, English Univ. of Houston, Downtown Cum Laude Sigma Tau Delta

Associate of Arts, General Lone Star College

Psychological First Aid Johns Hopkins

Safe Zone Training Safe Zone Project

CERTIFICATIONS

HubSpot

- Content Marketing
- Digital Marketing
- Email Marketing
- SEO

Google

- Analytics (UA +4)
- Ads (Display, Search, Measurement)
- Privacy-forward Solutions

- Contextual Marketing
- Revenue Operations
- Inbound Marketing
- Inbound Marketing
 Optimization



- Data Studio Tag Manager
- Project Management:
- Professional Certificate

FARIBA ARABGHANI

DIGITAL MARKETING & SEO CONSULTANT

WEB DEVELOPER & MARKETING STRATEGIST

May 2021 - Oct 2021 The Gorilla Agency

Marketing analytics, automation, SEO and WordPress website development.

ACCOUNT COORDINATOR

Oct 2020 - May 2021 You Squared Media

Marketing and social media account management at the agency level.

MARKETING MANAGER

May 2018 - Mar 2020 Sidecar Admissions

Marketing and branding strategy for a graduate school test prep start-up.

MARKETING MANAGER

Jan 2017 - Apr 2018 Reddy & Neumann, P.C.

Multi-channel marketing and case management for an immigration law firm.