



# FARIBA ARABGHANI

DIGITAL MARKETING &  
SEO CONSULTANT



Riba@Arabghani.me



[www.arabghani.me](http://www.arabghani.me)



281-912-9124



Houston, TX

## 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
- Moz
- Ahrefs
- Constant Contact
- Screaming Frog
- Mailchimp
- Mailerlite
- Marketo
- Cvent
- EventBrite
- Webex
- ChatGPT

## EXPERIENCE



### SEXOLOGIST & DEIB CONSULTANT

2012- PRESENT  
*Lilithfoxx*

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.



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# FARIBA ARABGHANI

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

### Google

- Analytics (UA +4)
- Ads (Display, Search, Measurement)
- Privacy-forward Solutions
- Data Studio
- Tag Manager
- Project Management: Professional Certificate

### ▶ 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.

References available upon request.