

Riba Arabghani

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WORK EXPERIENCE

LFK Consulting

Jan. 2012 – Present

Digital Marketing Consultant

Houston, TX

- Increased online visibility and customer acquisition by an average of 25% across client engagements.
- Produced high performing SEO content that generated up to 40% growth in organic search traffic.

InfoTrust

Jun. 2023 – Nov. 2023

Digital Analytics Consultant

Houston, TX

- Improved marketing campaign ROI by an average of 15% and increased conversion rates by 20% through data driven optimization strategies.
- Implemented analytics tools and automated reporting processes that reduced manual reporting time by 40%.

Penn Foster Group

Mar. 2022 – Oct. 2022

Content Marketing Manager

Houston, TX

- Increased organic search traffic by 40% and improved inbound lead generation by 30% through SEO and content optimization strategies.
- Contributed to tradeshow marketing campaigns that supported \$50M in closed won deals while operating 20% under budget.

EDUCATION & CERTIFICATIONS

University of Texas Health Science Center at Houston

05/2027

Masters of Public Health Degree, Health Promotion and Behavioral Science

Houston, TX

University of Houston-Downtown

05/2015

Bachelor's Degree, English

Sigma Tau Delta Honor Society

Houston, TX

Lone Star College

05/2012

Associate's Degree, Arts

Cum Laude

Houston, TX

Google Analytics Certification

04/2026 - 04/2027

Google Ads Search Certification

04/2026 - 04/2027

HubSpot SEO Certification

04/2026 - 04/2027

HubSpot Email Marketing Certification

04/2026 - 04/2027

SKILLS

Brand Voice Development, Messaging Architecture, Integrated Campaign Copywriting, Conversion Copywriting, Brand Positioning, Editorial Strategy, Paid Media Copywriting (Meta, LinkedIn, Google), Email Marketing Copy, Web & Landing Page Copywriting, Messaging Framework Development, SEO Content Strategy, Cross-Functional Collaboration, Creative Concept Development, Copy Editing & Quality Assurance, Campaign Performance Optimization.