

Riba Arabghani

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SKILLS

Growth Marketing, Customer Acquisition, Demand Generation, Paid Media Strategy, Paid Search Advertising, Social Media Advertising, Google Ads, Search Engine Optimization (SEO), Content Strategy, Conversion Rate Optimization (CRO), Funnel Optimization, Landing Page Optimization, Marketing Analytics, Attribution and Marketing Measurement, Experimentation and A/B Testing, Dashboard Development, Campaign Performance Optimization, Cross-Functional Collaboration

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