

Rahim Jesani

Growth Marketing Consultant

New York City, NY, United States | [LinkedIn](#)

Growth marketing consultant with 5+ years building demand programs, managing omnichannel campaigns, and scaling audience communities for B2B, healthcare, and consumer brands.

EXPERIENCE

Growth Marketing Consultant Oct 2024 — Present
NorthFund Digital, LLC *New York, NY*

Serves as marketing lead for 6+ retained B2B, healthcare, and consumer accounts. Built messaging architecture for a B2B demand program that doubled monthly closed deals to 74 and tripled deal value to \$682K+. Launched an independent market-data platform to 1,300 subscribers on organic traffic. Manages omnichannel campaigns across email, LinkedIn, Meta, and Google, deploying enterprise email to 100K+ subscribers monthly with 35% above-benchmark open rates.

Specialist, Social & Paid Media Jan 2024 — Oct 2024
K. Hovnanian® Homes *New York, NY*

Managed \$500K+ Meta budget across priority markets (TX, AZ, CA), establishing monitoring cadence and translating campaign data into stakeholder insights. Coordinated with TikTok and Meta account reps to identify growth opportunities and maintain strategic alignment. Partnered across copywriting, graphics, sales, and brand teams on Q3 media planning, covering content calendars, creative assets, and KPI dashboards.

Manager, Social & Paid Media Jan 2023 — Dec 2023
Telrite Holdings, Inc *New York, NY*

Owned campaigns for wireless brands (PureTalk, H2O/Life Wireless), running test-and-learn programs across email, Facebook, Instagram, X, and LinkedIn. Built integrated content calendar for three national brands and enforced messaging consistency across creative, media, and legal teams. Leveraged audience research on fraud concerns to grow a single scam-protection post to 3M+ views. Increased quarterly orders 70% YoY while decreasing spend 30%, and drove 250%+ engagement growth.

Content & Social Media Consultant Sep 2020 — Dec 2022
NorthFund Digital, LLC *New York, NY*

Built full-funnel, influencer-led content campaigns generating 35M+ views across Facebook, TikTok, and YouTube, scaling one client's annual revenue from \$10K to \$350K. Developed web copy, blogs, case studies, long-form reports, and collaborated on short-form video. Cultivated media partnerships and industry relationships to expand client visibility. Advised early-stage founders and marketing teams on digital roadmaps and measurement.

Content Strategist May 2019 — Sep 2020
ByteDance, Ltd. *Culver City, CA*

First US marketing hire for a short-form video app, owning US launch strategy across app store optimization, content programming, and cross-platform growth. Embedded onsite with Beijing team for 22 days to align US launch with global creative direction. Programmed content that increased time-in-feed 96% and daily views per user 88%, growing organic social to 100K+ followers and 4M+ weekly impressions. Identified and secured high-profile creator partnerships and increased Google Play conversion 17%.

EDUCATION

University of North Texas G. Brint Ryan College of Business
Bachelor of Science - BS in Logistics, Materials, and Supply Chain Management
Minor: Marketing

Google Digital Academy
Google Analytics Certification (GA4)

CERTIFICATIONS

Economics of Blockchain and Digital Assets, Wharton Online Mar 2022

Google Analytics Certification (2026), Google Digital Academy (Skillshop)

SKILLS

Telecommunications · Reporting & Dashboards · Conversion Tracking · Attribution · Salesforce Marketing Cloud · Programmatic Advertising · Facebook Ads Manager · Google Ads · Facebook for Business · Social Media Campaigns · A/B Testing · Campaign Optimization · Multi-Channel Marketing · Conversion Rate Optimization (CRO) · LinkedIn Campaigns · TikTok Strategy · Audience Segmentation · Customer Relationship Management (CRM) · HubSpot · Search Engine Marketing (SEM) · Omni-Channel Marketing · Marketing Strategy · Marketo · Creative Brief Development · Data-driven Decision Making · Customer Acquisition · Analytical Skills · Digital Marketing Media ·

Creative Marketing · Strategy · Lead Generation · Marketing Campaigns · SAP Implementation · Red Prairie · SEO Copywriting · Community Management · Influencer Marketing · Search Engine Optimization (SEO) · Web Content Creation · Content Marketing · Social Media Strategy · Media Buying · Marketing Campaign Management · Social Media Optimization (SMO) · Creative Strategy · Marketing · Digital Marketing Analytics · Paid Social Media · Digital Activation · Meta Ads Manager · X Ads · TikTok Ads Manager · LinkedIn Ads · Google Analytics (GA4) · Looker Studio · Microsoft Excel · Microsoft PowerPoint · SEMrush · Optimizely · Zoho · Mailchimp · Sprout Social · Sprinklr · Planoly · WordPress · Adobe Photoshop · Figma · Canva · Marq · Claude · Gemini · Cursor · Lovable · Asana · Monday.com