

# HIBA TALUKDAR

INTEGRATED MARKETING LEADER · B2B, E-COMMERCE & MEDIA

Colorado Springs, CO · hibagagyi@gmail.com · 561-370-8739 · linkedin.com/in/hibatalukdar · hibatalukdar.com

## SUMMARY

Integrated marketing leader with B2B and consumer experience across hospitality, cultural attractions, retail, and e-commerce, plus full P&L ownership of a regional media business. Turns complex operational stories into proof-driven marketing across content, social, SEO, email, PR, and print, and ties every channel to revenue, traffic, and conversion.

## CORE SKILLS

Marketing strategy & P&L · Integrated campaigns · B2B content & thought leadership · Social strategy (LinkedIn, Meta) · SEO content · Marketing analytics & attribution · E-commerce marketing · PR & executive communications · Brand & creative direction · Stakeholder, vendor & freelancer management

## EXPERIENCE

### DIGITAL MARKETING MANAGER · SSA GROUP

2023 – Present

*Hospitality, retail, and admissions partner to zoos, aquariums, museums, and cultural attractions.*

- Serve as the central marketing resource for 10+ business lines, setting goals, assets, timelines, and success metrics for campaigns, conferences, and content.
- Built a B2B case study and thought leadership program that turns operational results (revenue, attendance, wait times, guest experience) into proof points for attraction executives; published 50+ SEO blog posts.
- Own LinkedIn and Meta strategy, including content calendars, campaign series, executive and employee advocacy content, and event coverage; increased LinkedIn engagement rate 120% YOY through a GTM strategy.
- Set up UTM tracking and quarterly cross-channel reporting across LinkedIn, Meta, Google Analytics, Shopify, and email, connecting social activity to website traffic and conversions.
- Created a social media playbook and training program for small-business clients, replacing post-by-post approvals with empowerment through education; client posting frequency up 234% YOY.
- Lead e-commerce marketing for the Field Museum Store, covering product storytelling, seasonal promotions, Instagram Shopping, and email through Mailchimp.
- Lead PR and creative direction, from press releases, award submissions, and industry and speaking pitches to conference booths and campaign visuals.

### EDITOR & MARKETING DIRECTOR · COLORADO SPRINGS KIDS

2023 – Present

*Regional family media brand spanning print, web, newsletter, social, and local directories.*

- Own the full P&L, including ad sales, print production, website, newsletter, social, and 12 local directories.
- Grew advertiser revenue 46% year over year by turning single-issue ad buys into multichannel packages of 3, 6, and 12 months.
- Launched SEO-driven directories timed to seasonal search demand, growing organic traffic 65% and signing up 3,654 listings.
- Built repeatable systems for invoicing, the content calendar, advertiser outreach, and renewals; manage freelance sellers, writers, and designers.

### MARKETING ASSOCIATE · ANUSHKA SPA, SALON & COSMEDICAL CENTER

West Palm Beach, FL · 2017 – 2021

- Marketed luxury spa, salon, and medical aesthetics services to a high-end clientele, keeping every touchpoint consistent with a premium brand.
- Planned and wrote targeted email campaigns with multiple segments, reaching an average 22.3% open rate and driving approximately \$75K in annual revenue.
- Produced print campaigns and collateral, and built partnerships with local influencers.

## TOOLS

Google Analytics 4 · Search Console · Semrush · HubSpot · LinkedIn · Meta Business Suite · Meta Ads Manager · Shopify · Instagram Shopping · TikTok Shop · Mailchimp · Canva · Wix · QuickBooks