
Alina Rajbanshi

Digital Marketing Manager | Social Media · Email · Paid Social · Local SEO

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Portfolio: meetalinaroy.com

Summary

Digital marketer and founder of Digital Growth Engine, running social media, email, Meta ads and Google presence for local businesses. Email campaigns I run for a Glenview restaurant have driven **\$89K+ in attributed sales** at a **53% average open rate**. I moved into marketing from financial services, where I tested customer-facing apps for **BNY Mellon** and **Ameriprise** and was promoted within six months at **Bank of America**. I bring that habit of testing, data and customer-journey thinking to every campaign.

Skills

Social & Content: Instagram, TikTok, Facebook, Reels and short-form video, copywriting, blogging

Email & Paid: Toast Marketing, Klaviyo, HubSpot, segmentation, automated flows, Meta Ads

Local & Web: Google Business Profile, local SEO, Shopify, Etsy, Eventbrite, funnel audits

Data & Tools: SQL, Tableau, GA4, Metricool, Jira, Confluence, Salesforce

AI & Design: Claude AI agents, n8n automation, Adobe Creative Cloud, Canva

Testing & Process: Selenium and manual testing (iOS, Android, web), UX, Agile/Scrum

Client & Business: consultative selling, small business lending, relationship management, reporting

Experience

FOUNDER & DIGITAL MARKETING MANAGER

01/2025 – Present

Digital Growth Engine – Schaumburg, Illinois

- Run strategy, content, ads, email, blogs, Google profiles and monthly reporting for local small businesses.
- Built a **Claude AI agent and n8n automations** for post scheduling, review replies and weekly reporting.

Client: *The Clove Indian & Nepali Restaurant, Glenview*

- **\$89K+ in email-attributed sales** from 25 Toast campaigns and automated flows (06/2025 – 10/2026).
- Built the email list to **3,400+ subscribers** while keeping open rates between 48% and 58%.
- Manage a \$500/month Meta ads budget; a 10-mile local campaign reached 4,980 people at a 7.5% CTR.
- Produce Reels, blogs and event promotions; manage a 487-review, 4.8★ Google profile.

Client: *Stronger with Mariana, Personal Trainer, Glenview (new client, 10/2026)*

- **Doubled the Reel hook rate** (19.4% → 38.5% past 3 seconds) with face-to-camera openings.

FOUNDER & E-COMMERCE OWNER

08/2024 – 12/2025

Everest Artisan – Chicago, Illinois

- Built a Shopify and Etsy brand for 31 vintage Nepalese pieces: identity, photos, listings, email.
- Ran a festival booth and a live charity auction that **raised \$5,000** for Nepal flood relief.

LICENSED REAL ESTATE AGENT *(part-time)*

04/2026 – Present

Keller Williams Thrive (previously Compass) – Chicago area, Illinois

- Transaction coordinator at Compass from 11/2025: coordinated 50+ closings for a top-producing agent.
- Designed newsletters, pamphlets and business cards for agents on The Judy Greenberg Group.

QUALITY ASSURANCE ENGINEER *(contract)*

01/2024 – 12/2024

BNY Mellon – Pittsburgh, PA

- Ran manual and Selenium tests on client-facing web and mobile banking platforms.
- Validated transaction data with SQL; tracked quality in Jira, Confluence and Tableau.
- Worked in Agile/Scrum teams with developers and product owners to close compliance gaps before release.

DIGITAL QA ANALYST, UX & CUSTOMER JOURNEY *(contract)*

02/2023 – 12/2023

Ameriprise Financial – Minnesota

- Wrote and ran **100+ manual and Selenium test cases** across iOS, Android and web customer journeys.
- Found and tracked bugs in Jira and used SQL to confirm what customers saw matched the data behind it.
- Coordinated meetings and Scrum calls between QA, developers and product teams.

SENIOR RELATIONSHIP BANKER

04/2019 – 06/2022

Bank of America – Sacramento, CA

- **Promoted from Teller to Relationship Banker in 6 months** as a top-performing teller.
- Served **100+ clients a day** at a busy hub branch, handling millions of dollars in transactions.
- Guided clients through financial decisions and helped small business owners secure business lines of credit.
- Ranked **Top Performer 2020** for client satisfaction and relationship growth.

Leadership & Community

- **"Good Touch, Bad Touch"**: led a child body-safety awareness campaign at a local school.
- **Member & Speaker, Laligurans Women's Club**: speech, blog posts and **\$10,000+ raised in one day**.
- **Member, American Marketing Association**

Education & Certifications

B.S., Information & Decision Sciences, University of Illinois Chicago · Honors, GPA 3.7

2022

A.A., Applied Business, American River College · GPA 3.8

2020

Digital Marketing & E-Commerce Certificate · GA4 Certification (in progress) · Illinois Real Estate License