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| Kian Fazel-Sarjui908-442-3364, fazel.sarjui7@gmail.com | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| PROFILE | | | | | | | | | | | | | | | | | Marketing professional with 4+ years of hands-on experience across digital content creation, campaign strategy, and brand development. Proven track record in growing social presence, driving engagement, and delivering results through strategic storytelling and data-driven insights. Looking to bring creative and analytical strengths to a fast-paced marketing team. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| EMPLOYMENT HISTORY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Feb 2025 — Present | | | | | | | | | | | | | | | | | Marketing Specialist, Learvo AI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Remote | | | | | | | | | | | | | | | | |
| * Led content strategy and creation for Instagram, TikTok, Twitter, and YouTube, using Canva and Adobe Creative Suite to drive audience growth. * Developed SEO-optimized website copy, email marketing campaigns, and landing pages, enhancing organic visibility and lead generation. * Conducted market research to identify trends and inform content strategy, UX improvements, and positioning. * Managed social media presence and community engagement, increasing interaction rates through consistent, value-driven storytelling. * Monitored and analyzed marketing KPIs to optimize campaign performance and ROI. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sep 2023 — Present | | | | | | | | | | | | | | | | | Founder, Xerxes Jewelry | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |  | | | | | | | | | | | | | | | | |
| * Launched and managed a luxury jewelry brand, overseeing product design, manufacturing, and e-commerce operations. * Coordinated with manufacturers to ensure quality control, design accuracy, and production timelines. * Developed and executed digital marketing strategies including paid ads, influencer collaborations, and email marketing to drive sales and grow the customer base. * Created brand-aligned content including photography, video assets, and website materials using Canva, Adobe Creative Suite, and CapCut. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dec 2022 — Mar 2024 | | | | | | | | | | | | | | | | | Marketing & Sales Associate, Planned Companies | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Parsippany, NJ | | | | | | | | | | | | | | | | |
| * Increased social media followings by 713%, 741%, and 38% YoY across multiple subsidiaries. * Managed and created weekly content for LinkedIn, Instagram, and Facebook, using Canva and Adobe Creative Suite. * Executed email marketing campaigns via Constant Contact, driving improved engagement and lead generation. * Developed 20+ customized client proposals weekly to support business development initiatives. * Built and maintained CRM dashboards and reports in HubSpot to track pipeline and campaign metrics. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aug 2022 — Dec 2022 | | | | | | | | | | | | | | | | | Digital Marketing Associate, Beacon | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Remote | | | | | | | | | | | | | | | | |
| * Secured partnership with Santa Cruz Warriors (NBA G-League) through outbound efforts. * Led and launched the marketing campaign for the UP&UP Music Festival. * Created and managed marketing assets in Figma and expanded brand reach to over 5,000 users. * Developed go-to-market strategies and conducted market research to support growth initiatives. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sep 2021 — Feb 2022 | | | | | | | | | | | | | | | | | Sales Development Representative, Openasset | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | New York City | | | | | | | | | | | | | | | | |
| * Conducted 250+ cold calls and emails weekly, consistently exceeding monthly goals of 16+ booked meetings. * Built and nurtured client relationships to drive pipeline growth. * Created and managed Salesforce CRM reports to track sales performance and trends. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Aug 2024 — Nov 2024 | | | | | | | | | | | | | | | | | Soccer Player, Olimpia Satu Mare / Turul Micula | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Satu Mare, Romania | | | | | | | | | | | | | | | | |
| * Trained daily with Professional Liga III club Olimpia Satu Mare | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| EDUCATION | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sep 2017 — May 2020 | | | | | | | | | | | | | | | | | International Business Management, York St. John University | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | York, England | | | | | | | | | | | | | | | | |
| **Relevant Coursework:** International Marketing, Operations and Project Management, International Finance, etc. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| SKILLS | | | | | | | | | | | | | | | | | Copywriting | | | | | | | | | | | | Expert | | | | | | | | | | | |  | | | Email Marketing | | | | | | | | | | | | Expert | | | | | | | | | | | |
| Adobe Creative Suite | | | | | | | | | | | | Expert | | | | | | | | | | | |  | | | SEO | | | | | | | | | | | | Expert | | | | | | | | | | | |