|  |
| --- |
| Kian Fazel-Sarjui908-442-3364, fazel.sarjui7@gmail.com |
|  |
|  |
| 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.  |
|  |
|  |
| 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
 |
|  |
|  |
| 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.  |
|  |
|  |
| SKILLS | Copywriting | Expert |  | Email Marketing | Expert |
| Adobe Creative Suite | Expert |  | SEO | Expert |