

Kian Fazel-Sarjui

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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.

PROFESSIONAL EXPERIENCE

Feb 2025 — Present	Marketing Specialist, Learvo AI	Remote
<ul style="list-style-type: none">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	
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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	Adobe Creative Suite
Email Marketing	SEO