

Kian Fazel-Sarjui

908-442-3364, fazel.sarjui7@gmail.com

PROFILE

Business Management graduate with three years of experience in digital marketing and business development, focusing on branding, building relationships, promoting products, and managing campaigns. Looking to use my skills in marketing strategy and business development to help clients succeed and contribute to company growth.

PROFESSIONAL EXPERIENCE

Dec 2022 — Mar 2024

Marketing & Sales Associate, Planned Companies

Parsippany, NJ

- Created 5+ marketing collateral such as videos, presentations, and social media posts each week
- Managed and grew three social media accounts for Planned Companies
 - Increased Planned Companies year over year following by 38%
 - Increased Pinnacle Building Services year over year following by 713%
 - Increased Pinnacle EVS Services year over year following by 741%
- Generated intriguing copy-writing and email campaigns weekly via Constant Contact
- Created 20+ contract proposals in Adobe for our clients each week
- Grew revenue opportunities for my team through 100+ cold calls and 40+ cold emails per week
- Built specialized reports to track sales and marketing efforts in our CRM system(HubSpot)
- Created and updated spreadsheets, databases, and other documents using Microsoft Excel (4+ years of experience with Excel)

Aug 2022 — Dec 2022

Digital Marketing Internship, Beacon

Remote

- Secured a partnership with the Santa Cruz Warriors (NBA G-League) through cold-calling
- Successfully led and launched the marketing campaign for the UP&UP Music Festival
- Created and managed all marketing graphics for our social channels in Figma
- Increased market share of Beacon through cold-calling and cold-emailing campaigns
- Developed go-to-market strategies to grow the brand of Beacon to over 5,000 users from 3,500 users
- Analyzed and researched new market strategies to support new business initiatives and partnerships

Sep 2021 — Feb 2022

Business Development Associate, OpenAsset

New York City

- Increased revenue growth for the team through 250+ cold-calls and emails a week
- Consistently met and exceeded monthly goals of 16 Scheduled booked meetings
- Developed and maintained relationships with existing and prospective clients
- Built specialized reports in our CRM (Salesforce) to provide unique insights into sales initiatives

Jan 2021 — Apr 2021

Business Development and Marketing Internship, USA Sport Group

Whitehouse, NJ

- Generated specialized reports in HubSpot to analyze and track company data
 - Managed and created social media calendar for social media channels
 - Collaborated with team members to generate new ideas and social media content
 - Increased social engagement by 6x from the start of my Internship
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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 Trade, International Finance, Creative Writing, Persuasive Writing.

Extracurricular Activities: York St. John University Soccer team, Creative Writing Society, Art and Design Society

SKILLS

Copywriting

Adobe Premiere Pro

Email Marketing

Media Production

Graphic Design

Content Production

COURSES

Mar 2022 — May 2022

Cryptocurrency and Blockchain: an Introduction to Digital Currencies, University of Pennsylvania