

Resume

SHIRENE CHEHRAZI

PASSIONATE - CREATIVE - AMBITIOUS



FULL-STACK MARKETING MANAGER

Hello, Allow me to introduce myself: I'm a full-stack marketing manager who loves to use creative strategies to execute results-driven marketing campaigns. As a tech-savvy lifelong learner, I strive to stay ahead of trends. I can assure you I will bring fresh ideas to the table. I'm a highly competent, creative professional who's eager to join a challenging and passionate team; a self-starter and quick learner who's ready to exceed expectations. I want to help take your brand to the next level.

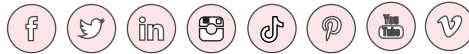
INTERESTS // reading ♦ design ♦ music ♦ style ♦ travel ♦ surfing (on the web) ♦ yoga

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY
B.S. Advertising & Marketing Communications
Magna Cum Laude
A.A.S. Fashion Merchandising Management
Cum Laude

TECH SKILLS

Adobe Photoshop + Illustrator + InDesign
MOZ // SEO // SEM // PPC
Basic HTML // WordPress
Google Analytics // Search Console
Google Workspace // Asana // Slack



EXPERTISE

Digital Strategy
Brand Management
Content Creation
Social Media Marketing
Experiences + Events
Public Relations
Graphic Design



EXPERIENCE

Present
08 . 2009

FREELANCE MARKETING + GRAPHIC DESIGN • SHIRENECHEHRAZI.COM

12 . 2021
05 . 2018

DIGITAL MARKETING DIRECTOR • KINDERMUSIK INTERNATIONAL

- Ideated creative campaigns and new growth strategies
- Accelerated the sales pipeline by driving customer acquisition, retention, and ultimately revenue through a variety of inbound and outbound marketing tactics for B2B, B2C, and B2B2C audiences
- Contributed to the development and refinement of the brand strategy and creative direction
- Spearheaded website redesign to fix critical UX issues and optimize for a mobile-first experience
- Researched + monitored keywords to guide SEO, content marketing, and site optimization initiatives
- Quickly adapted to pandemic budget cuts by creating an organic lead generation strategy that generated over 5,000 new leads in the first 3 months

06 . 2017
04 . 2016

MARKETING MANAGER • PACKLANE

- Developed and executed customer acquisition + retention strategies through a variety of paid + organic channels including content marketing, social media, SEO, SEM, email and offline methods
- Guided content creation and actively pursued link building opportunities to drive qualified referral traffic that consistently resulted in ~15%+ monthly revenue
- Managed monthly Google Ads spend of \$15,000+ with campaigns that produced up to 900% ROI
- Implemented email automation based on user behavior and website interaction
- Developed social media strategy, created content calendar and managed efforts across 5 platforms

04 . 2016
09 . 2015

DIGITAL MARKETING ANALYST + CLIENT MANAGER • SISDIGITAL

09 . 2015
01 . 2014

DIGITAL MARKETING STRATEGIST • GIGSALAD

VOLUNTEER // American Cancer Society ♦ NYU FACES ♦ NYFW ♦ Cucalorus Film Festival ♦ Boys+Girls Club

LOCATION

Wilmington, NC
6+ Yrs Remote Work

WEB

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PHONE

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