

ARYA ZIAI

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Summary

Marketing strategist with background in web design; passion for helping businesses grow their brand, engage their audience, and drive revenue through content analysis, cross-channel optimization, and workflow automation.

Experience

Oliso Inc. Sep 2015 - Nov 2017
Marketing Specialist

- Redesigned, implemented, and managed desktop and mobile site
- Increased monthly online sales avg. from \$5k to \$23k after site optimization
- Drove online sales by integrating Wordpress into Magento-based system
- Coordinated ad campaigns with team for Kickstarter project raising \$112k
- Setup cross-channel workflows with Zendesk, email, and customer database
- Maintained ecommerce backend: inventory, promo codes, and software updates
- Managed Adwords, Facebook Ads, Google Analytics and newsletter campaigns
- Directed social media content and affiliate marketing strategies
- Hired and oversaw freelance contractors via Upwork for online projects

Yumcodes Mar 2014 - Sep 2015
Founder

- Conceptualized and developed coupon-driven ecommerce website
- Developed intuitive shopping experience with dropshipping model
- Created affiliate marketing strategies to increase site traffic and sales
- Built relationships with manufacturers to improve customer satisfaction
- Minimized abandoned carts by optimizing checkout process with fewer steps
- Imported popular items with applied competitive-pricing algorithm

Ilymedia Group Feb 2014 - Sep 2015
Founder

- Provided cutting-edge web and social media automation services to customers
- Designed modern and responsive Wordpress layouts with PHP, HTML and CSS
- Automated daily social media tasks across all platforms via iMacros and OS X Automator
- Aggregated and filtered relevant social media content from various platforms
- Notable examples include: HYPERAP.com, FitnessMC.com and BattleDomination.com

Crowdtorch by Cvent Jan 2013 - Jun 2013
Marketing and PR Intern

- Managed multiple social media accounts, e.g. Laughstub and Electrostub
- Monitored metrics and web analytics to improve audience targeting and ad spending
- Wrote and published weekly newsletters to 30,000 email subscribers to drive ticket sales

Education

UCLA 2014, Cultural Anthropology ; Phi Theta Kappa Honor Society ; Men's Rowing