



Jasmine Naziri

VP of Marketing

About Me

A proactive and results-oriented Vice President of Marketing with a proven 15-year track record in leading successful marketing campaigns. I am actively seeking a position in senior executive management, where I can capitalize on my expertise in marketing and sales. My passion for content creation, market research, fostering business partnerships, public speaking, and effective team management positions me to contribute significantly to the success of future initiatives.

Contact

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Education

Master of Business
Florida International University
2015 - 2017

BA Marketing and
Communications
Concordia University Irvine
2011 - 2013

Certifications

- Google AdWords Certified
- Hootsuite Platform Certified
- ExpertRating Inc. Project Management Certified
- Lean Six Sigma Yellow Belt
- Google Analytics Certified
- FEMA Effective Communication Certified

Work Experience

Feb 2023 - present

Priv

Senior Director of Marketing

- Spearheaded the implementation of comprehensive marketing strategies, orchestrating 360-degree campaigns that seamlessly integrated across all distribution channels.
- Increased email list from 45,000 to 250,000 in two quarters by optimizing the website, including campaigns with incentives and producing strategic giveaways.
- Facilitated the development and execution of social media and content strategies aligning with Priv's unique initiatives, and keeping up with current industry trends.
- Led the marketing team in crafting all in-house social media content, achieving a significant 25% boost in organic reach.
- Established a separate e-commerce website focusing on selling merchandise and brand partnership items, resulting in an average of 15% increase in overall sales.
- Oversaw the end-to-end process of event planning and execution, from concept development to post-event analysis, consistently delivering successful and memorable experiences.
- Developed compelling event-specific content, including promotional materials, emails, and social media campaigns, contributing to a 30% rise in audience interaction and post-event buzz.
- Led the planning and implementation of a crowdfunding strategy and 360 campaign.

Mar 2022 - Jan 2023

Altwork

VP of Marketing

- Handled the company's online presence - regularly updated the company's website and various social media accounts.
- Executed and managed comprehensive digital marketing strategies encompassing Google Ads, Meta Ads, Programmatic Ads, TikTok Ads, and SEO, leveraging tools such as Google Analytics and Semrush for data-driven insights and optimization.
- Achieved a 20% increase in results in campaign performance, audience targeting, and ROI through strategic utilization of diverse online advertising platforms.
- Implemented robust tracking mechanisms, utilizing analytics tools to assess the effectiveness of marketing efforts, gather insights, and refine strategies for future events.
- Managed and executed crowdfunding campaigns, strategically positioning the company to increase brand awareness and secure vital financial support for critical business endeavors.

Skills

- Marketing Strategy
- Campaign Management
- Google Analytics
- Facebook Ads
- Programmatic Ads
- TikTok Ads
- Pinterest Ads
- Social Media Marketing
- Content Creation
- Celebrity & Influencer Public Relations Seeding List
- Market Analysis & Research
- Content Creation
- Copywriting
- SEO Marketing
- Market Analysis & Research
- B2B and B2C Trade Show Marketing
- Hiring Employees
- Website Optimization
- Licensed Agreements
- Brand Partnerships

Jan 2019 - Mar 2022

Impressions Vanity

VP of Marketing

- Successfully managed a multi-million-dollar marketing budget, optimizing resource allocation and ensuring cost-effectiveness in all marketing activities.
- Executed high-profile licensing deals with Disney, Sanrio Hello Kitty, and Mattel enhancing product portfolios and driving a substantial increase in market share and revenue. Monitored ongoing marketing campaigns. Increased sales by 40% with the new licensed products.
- Built and managed a highly efficient team of marketing professionals across multiple disciplines; performance marketing, graphic design, PR, influencer marketing, copywriting, web design and development, social media, and branding.
- Developed and executed successful product launches, achieving a 40% growth in market penetration and garnering positive media coverage.
- Established and nurtured key partnerships, resulting in a 15% increase in lead generation and business development opportunities.
- Proactively monitored and adapted to evolving social media trends and algorithms, ensuring the creation of relevant and timely content that contributed to a 25% improvement in overall campaign performance.
- Cultivated enduring business partnerships with A-list celebrities and influencers, strategically aligning the brand with high-profile personalities to drive exceptional brand awareness and realize a 40% increase in revenue through impactful and innovative marketing campaigns.
- Developed comprehensive marketing materials, including A+ content, for every product listing on the company's Amazon Seller Central account

Dec 2015 - Jan 2019

BookingPal

Director of Marketing

- Directed a full-scale rebrand, from conceptualizing a new company logo to revamping the website and updating product images, achieving a cohesive and refreshed brand image that resonated with target audiences.
- Defined achievable quarterly objectives, monitored, and analyzed performance metrics, providing insightful reports.
- Worked on creating educational content and developed an Education Content team to evolve the marketing strategy and implementation.
- Responsible for approval on all copy relating to product descriptions and product knowledge, partnering with design and production to ensure accuracy while maintaining a consistent brand voice.
- Provided strategic guidance to the executive team, contributing to overall business growth and market leadership in a highly competitive industry.
- Oversaw and led the editorial calendar that incorporated overall social media strategy, ad spend, influencer announcements, events, and more.
- Wrote bi-monthly press releases and collaborated with third-party platforms for strategic online distribution,

References

Matt Vallotton

Altwork / Director of Engineering

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Rachel Hildago

Modern Mirrors (sister company of Impressions Vanity) / Head of Sales

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