

ARIANA RAZAVI

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BRAND MARKETING & CAMPAIGN STRATEGY

Creative brand marketing professional with 6+ years of experience leading integrated campaigns, brand strategy, and experiential programs across arts, beauty, healthcare, and hospitality. Skilled in developing audience-first marketing initiatives grounded in consumer insights, cultural trends, and brand positioning. Proven success driving growth, community engagement, and cross-channel storytelling. Known as a thought leader and trusted collaborator, with strong leadership skills and a keen eye for detail and brand consistency.

CORE SKILLS

- **Brand Strategy & Development:** Brand Positioning, Go-to-Market Strategy, Product Marketing, Creative Direction
- **Campaigns & Content:** Integrated Marketing, Experiential Events, Social & Digital Strategy, Storytelling
- **Audience & Insights:** Multicultural Marketing, Consumer Research, Market Segmentation, Trend Analysis
- **Tools & Platforms:** Google Analytics, Monday.com, Meta Ads, Email Marketing (Pro2), CMS, Adobe Creative Suite

CAREER HIGHLIGHTS

- Secured national press coverage for Shaz & Kiks by pitching to *New Beauty Magazine*; coverage helped support retail expansion into Sephora.
- Pitched and produced a sold-out silent disco at MFAH's *Floating World: A.A.Murakami* exhibition, inspired by immersive art and music trends; drove \$5K+ in revenue, tripling ticket sales from non-members.
- Constructed a Lotería-themed art scavenger hunt for MFAH's Latin American Arts Festival in partnership with Texas-based supermarket chain H-E-B, increasing festival attendance by 40%; now a quarterly program with 250+ attendees.
- Advocated for MFAH website redesign, applying UX/UI best practices to improve user experience and conversions; promoted to lead content and strategy.
- Chaired MFAH's Early Careers ERG, now 80+ members strong, supporting mentorship, networking, and professional development.
- Implemented Monday.com within MFAH marketing department to streamline content production and automate requests, improving cross-team efficiency.

PROFESSIONAL EXPERIENCE

Museum of Fine Arts, Houston (MFAH), Houston, TX

Marketing and Content Strategist, from 04/2023 – Present

Marketing Coordinator, from 11/2020 – 04/2023

One of the largest art museums in the U.S., the MFAH houses over 84,000 works of art and serves 1M+ annual visitors. Lead marketing and content strategy across digital platforms—overseeing the website redesign, managing cross-channel campaigns, and developing branded content that drives audience engagement and institutional visibility.

- Refined UX/UI and content strategy for the website redesign to align with updated brand standards and improve user experience; partnered with internal teams and an external web agency to optimize conversions for ticketing and donations.
- Creates members-only email campaigns targeting 25K+ subscribers; led cross-functional collaboration with membership and CRM teams to align messaging with brand voice, audience strategy, and segmentation.
- Developed and managed integrated marketing campaigns with a \$2M budget, executing paid media strategies for exhibitions, programs, and events; collaborated with stakeholders to align on audience segmentation, messaging, and sales goals.
- Drove 77,496 visitors to MFAH's *Virtual Realities: The Art of M.C. Escher* exhibition through a poster insert campaign in *Houston Chronicle* newspaper, targeting nostalgia-driven audiences.
- Supervised 54 national and international media vendors (OutFront Media, KHOU, Paper City, etc.) to guarantee timely delivery and execution of out-of-home, TV, radio, print, and digital advertising campaigns, while monitoring performance through Google Analytics to provide actionable insights and adjust strategies accordingly.
- Directed graphic designers to create high-quality print + digital marketing assets, managing art direction and stakeholder feedback, while distributing assets across email, social media, and video platforms to reach 500,000+ followers and ensure consistent messaging and brand alignment.

SHAZ AND KIKS HAIRCARE, Austin, TX

Social Media and PR Coordinator, from 10/2020 – 04/2021

Fast-growing DTC haircare startup rooted in Indian Ayurvedic traditions, now carried at Sephora. Supported brand growth through organic social strategy, influencer campaigns, and digital content development.

- Ideated and produced educational social content aligned with brand voice to promote Ayurvedic hair oiling benefits, increasing brand awareness and product understanding; efforts contributed to increased organic reach and grew Instagram followers to 10.1K within six months.
- Conducted and executed the "Wear Your Hair Proudly" influencer campaign during the pandemic, partnering with creators to promote self-acceptance and celebrate natural hair, reinforcing brand values and expanding reach through organic advocacy.
- Authored SEO-optimized blog content rooted in Ayurvedic and Eastern medicine principles to educate consumers, drive organic traffic, and strengthen the brand's online presence and authority.

Hillcroft Physicians P.A., Houston, TX

Administrative Assistant, from 05/2019 – 11/2020

Multispecialty clinic serving refugee, Medicaid, Medicare, and underinsured populations across Houston. Supported operations, hiring, and marketing initiatives to improve patient access and clinic engagement.

- Launched a Google Ads campaign that drove 2,700 new and returning patient visits per month, significantly boosting patient engagement.
- Launched the "Healthcare with Humanity" campaign to enhance Hillcroft Physicians' social media presence, showcasing the clinic's commitment to quality care for marginalized communities by creating educational content and capturing patient testimonials that highlighted the impact of compassionate healthcare.
- Assisted in managing hiring processes, staff training, floor operations, COVID protocols, and employee incentive programs to streamline clinic operations and support a patient-first approach.

Giant Noise, San Antonio and Austin, TX

Business Development Intern, from 01/2019 – 05/2019

Texas-based PR and digital media agency serving clients across hospitality, entertainment, nonprofit, and lifestyle sectors. Supported social, PR, and event marketing initiatives for high-profile accounts.

- Supported social media content creation, scheduling, and posting for diverse client accounts (hospitality, entertainment, nonprofit, and health & wellness) to ensure alignment with brand voice and campaign goals.
- Compiled and analyzed social media performance reports on Hootsuite, leveraging insights to inform content strategies and improve audience engagement.
- Developed media, influencer, and photography shot lists for high-profile events, including SXSW and the Rent the Runway x West Elm activation, enhancing event visibility and coverage.
- Assisted with on-site event management, including media check-ins and event photography, to support execution and real-time content needs.

EDUCATION and CERTIFICATIONS

Trinity University — B.S. in Business Administration, Marketing | May 2019

Rice University — Certificate in UX/UI Design | May 2021

COMMUNITY INVOLVEMENT

Volunteer | Dress for Success Houston, from 01/2023 – Present

- Provided personal shopping and wardrobe consultation services to empower women and enhance their professional appearance.

TECHNICAL EXPERIENCE

- Monday.com, Adobe Creative Suite, Microsoft 365, Instagram, Facebook, TikTok, Google Analytics, Sprout Social, Hootsuite, Pro2, WIX, Content Management System, Trello, Canva, Figma, Cision, Market Segmentation Techniques, Survey Design, Ethnography Research, Digital and Traditional Media Planning