

Arya Ziai

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Champion of social media tools and technologies, with a track record of creating and implementing successful social media programs. Keep up-to-date with constantly evolving technologies in online social networking, the blogosphere, search tools and web. Working closely with clients to create innovative and effective campaigns.

Skills

- Google Analytics
- Bit.ly
- Buffer
- Hootsuite
- Wordpress
- HTML/HTML editors
- CSS
- Blogger
- Tumblr
- Excel
- LinkedIn
- Facebook
- Twitter
- Instagram
- YouTube
- Wikipedia
- Powerpoint
- Word
- Keynote
- Prezi
- Adobe Photoshop

Experience

Developer

Postmemes.com, Fitnessmc.com

September 2013 – December 2014

- Launched and oversaw creative execution of Postmemes & FitnessMC.com
- Generated site traffic of 500+ daily views via Fb, Tumblr, Instagram, & Pinterest
- Responsible for social media growth totaling over 30k active followers
- Reviewed submitted posts, fixed bugs, & improved user experience

Marketing Intern

CrowdTorch by Cvent

January 2013 – June 2013

- Management of different social media accounts via Hootsuite
- Monitored metrics and web analytics to improve audience targeting
- Wrote & published monthly newsletters to our 25,000 + email subscribers
- Automated social media operations to optimize company productivity
- Scheduled Facebook & Twitter contests to increase user interaction

Business Development Associate

Unlimited Construction

October 2011 – December 2012

- Responsible for creation of strategic business development solutions
- Structured financial details and prepared customer proposals
- Increased online presence, which led to noticeable increase in sales
- Collaborated with online advertising agencies to raise brand awareness

Education

University of California, Los Angeles

Bachelor of Arts, Cultural Anthropology

Phi Theta Kappa Honor Society

June 2014

Excellent References Available Upon Request