

SARA FAIZPOUR

faizpour@gmail.com
517 507 9834
behance.net/faizpour



OBJECTIVE

To further pursue opportunities in the field of digital marketing, product marketing, branding and marketing strategy and utilize my creativity and conceptual development in a collaborative, professional environment.

EDUCATION

Hult International Business School, San Francisco, California.

Master of International Marketing, 2014.

University of Houston, Houston, Texas.

Bachelor of Fine Arts degree–Graphic Design, 2012.

Shahid Beheshti University, Tehran, Iran.

Bachelor of Arts degree–Industrial Management, 2005.

General Assembly, San Francisco, California.

User Experience Design Certificate, April 2014–July 2014.

Product Management Certificate, February 2016–May 2016.

SKILLS

Proficient on Mac and PC in Illustrator, InDesign, Photoshop, Final Cut Pro.

Experienced in Dreamweaver, HTML, CSS, Wordpress, After Effects.

Relevant knowledge: Digital Marketing, Social Media Marketing, Content Creation, B2B Marketing,

SaaS Marketing, Google Analytics, Hubspot, SEO, UI/UX Design & Research.

EXPERIENCE

Cloud4Wi, San Francisco, CA, January 2016–October 2016.

Marketing Program Manager.

- Designed and executed Cloud4Wi's first customized marketing automation platform through Hubspot and was responsible for 150% increase in global inbound marketing leads.
- Facilitated a smooth transition of leads to SQL by designing effective workflows and drip campaigns with efficient segmentation of website visitors.
- Planned and executed integrated and complex marketing programs (e.g. lead generation and lead nurturing in Hubspot) that supported sales and marketing priorities and objectives.
- Managed the creation of the content calendar and new collateral to demonstrate Cloud4Wi thought leadership and support marketing programs including: reports, webinars, white papers, infographics, cheat sheets, educational blog posts, brochures, videos, case studies, product literature, etc.
- Prepared smart, compelling emails, landing pages, blog posts and social media posts to promote the new content.
- Managed evaluation and reporting of performance statistics and overall project traction and key metrics.
- Helped drive digital marketing programs, including SEO, SEM, and banner advertising.
- Researched industry events and managed events' registrations, logistics, development of creative collateral and marketing promotions.
- Redefined Cloud4Wi's internal marketing communications strategies.

Cloud4Wi, San Francisco, CA, September 2014–January 2016.

Operational Marketing Manager.

- Created and executed go-to-market plans including webinars, email campaigns, PR, events, etc.
- Collaborated with design on brand identity, marketing collateral and case studies.
- Created influencer campaigns to build engagement and loyalty.
- Conducted market and customer research and contributed to brand messaging and positioning.
- Took an active role in marketing communication, internal communication and marketing plans.
- Contributed to integrated product marketing in 3 product launches, including a mobile application. (Collateral, web, video, photography)

Hult International Business School, San Francisco, CA, September 2013–August 2014

Marketing and Branding Strategist. Concept development and digital branding for Hult career services department.

Unleaded Communications, Houston, TX, 2012–2013

Graphic Designer. Concept development and collaboration in highly creative and strategic design projects.

Versa Creative Group, Houston, TX, 2011–2012

Design Intern. Creating and executing high-quality visual assets that reflected the brand, while collaborating with the marketing team.

Little York Dental, Houston, TX, 2006–2012

Marketing Manager. Managing partners for the purpose of co-development, clinical work flow evaluations and user satisfaction. Designing and supervising targeted training materials for clinical operations and applications.

AWARDS AND ACHIEVEMENTS

Women in Business Scholarship, Hult International Business School, 2013.

HANG, "Houston Arts New Generation." Identity and collateral design competitively selected for a new educational program at the Museum of Fine Arts, Houston, 2012.

Tangent, University of Houston Graphic Communication Senior Show, 2012.

Community Garden at Park at Palm Center: Collaborative project including concept development and strategic research of graphic assets at Community Garden at Park of Palm Center, Houston, TX, 2012.

Communograph: Collaborative project involving concept development, design, production and installation of Welcome Center at Project Row Houses, Houston, TX, 2011.

302, University of Houston Graphic Communication Student Show, 2011.

University of Houston School of Art Student Exhibition, Blaffer Gallery, juried, 2010.