

# Ariana Razavi

## MULTI-DISCIPLINARY MARKETING & DESIGN STRATEGIST

(832)978-0641 | ariana.noor.razavi@gmail.com | linkedin.com/in/ariraz | razstrategies.com

Marketing professional with five years of experience in healthcare, arts, and beauty. Skilled in integrated marketing, paid media, and multi-disciplinary content production. Proven ability to manage projects, collaborate with stakeholders and vendors, and deliver audience-focused campaigns. Strong in cross-cultural insights, visual communication, and optimizing campaign performance. A dynamic, adaptable go-getter who thrives under pressure—and keeps things light with a good sense of humor.

### INDUSTRIES SERVED

Medical Practices; Museums, Historical Sites, and Zoos; Personal and Beauty Care

### SKILLS

Integrated Marketing Campaigns, Brand Strategy, Paid Media Strategy, Cross-Cultural Marketing, Creative Direction & Development, Content Management & Content Strategy, Copywriting & Editorial Strategy, Graphic Design & Production, UX/UI Design, Project Management, Vendor & Stakeholder Communication, Budget Management & Expense Reporting, Sponsorship Fulfillment, Cross-Functional Collaboration, Campaign Analysis, KPI Tracking & Reporting, Public Relations Coordination

### TOOLS

Monday.com, Trello, Microsoft 365 (Excel, PowerPoint, Teams), Adobe Creative Suite (Photoshop, InDesign, Illustrator), Canva, Figma, WIX, Custom MFAH CMS, Vimeo, YouTube, Instagram, Facebook, Sprout Social, Hootsuite, Google Analytics, Pro2, Cision

### WORK EXPERIENCE

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

CONTENT STRATEGIST AND DESIGNER

APR 2023–PRESENT

- **Led Website Redesign Initiative:** Advocated for website redesign in 2020, applying UX/UI best practices to improve user engagement and achieve business objectives. Promoted in 2023 to oversee the project as Web Content Strategist/Designer, leading cross-functional collaboration with internal teams and an external web development agency.
- **Ideated Gallery Gamification Experience:** Crafted and directed a Lotería-themed scavenger hunt for the Latin American Arts Festival in partnership with H-E-B, engaging 1,300 visitors and increasing in-gallery attendance by 40%. The program's success led to the launch of the museum's quarterly Lotería Game Nights, strengthening ties with Houston's Hispanic community.
- **Website Strategy & Content Management:** Refined content strategy for the Museum's new website, optimizing UX to drive ticket sales and donations. Manage ongoing requests for content updates and promotions through the CMS and Monday.com, ensuring timely delivery of web pages, event listings, and marketing campaigns.
- **Digital Asset Management & Design:** Design branded digital assets and promotional materials using Adobe Illustrator for 28 digital kiosks, enhancing visitor wayfinding and supporting marketing efforts of exhibition & events across the Museum's 300,000-square-foot campus.
- **Multichannel Content Distribution:** Coordinate and publish multimedia content across YouTube, Vimeo, Instagram, Facebook, and web platforms, ensuring cohesive messaging and maximizing audience engagement.

MARKETING COORDINATOR

NOV 2020–APR 2023

- **Targeted Print Campaign Success:** Conceptualized and executed a targeted print campaign with a poster insert in the *Houston Chronicle Sunday* edition for *MC Escher: Virtual Realities*, specifically designed to appeal to Boomers and Gen X audiences. The campaign exceeded attendance goals, attracting 77,496 visitors, surpassing the target of 70,000.
- **Campaign Optimization & Performance:** Managed multi-channel campaigns across print, digital, and outdoor media to drive engagement and attendance. Continuously optimized campaign performance through data-driven insights, ensuring audience segmentation strategies were effectively applied.
- **Creative Workflow Optimization:** Streamlined creative workflows by introducing Monday.com and refining project intake systems, improving communication and accelerating cross-departmental collaboration, which resulted in a 30% reduction in turnaround time for creative deliverables.
- **Budget Management:** Administered a \$2 million marketing budget, strategically reallocating resources to support high-impact exhibitions, digital campaigns, and media buys, ensuring alignment with sales goals and audience segmentation strategies.
- **Cross-Functional Collaboration & Vendor Management:** Acted as a liaison between department heads, curators, designers, videographers, photographers, and over 50 external vendors (e.g., OutFront Media, iHeart Media, Telemundo), ensuring campaigns met brand standards and resonated with diverse audience segments.
- **Creative Asset Management & Distribution:** Led the creative development process for both print and digital assets, managing design, stakeholder feedback, and approvals. Successfully distributed content across email, social media, and video platforms to engage a 500,000+ audience and promote museum exhibitions.

**Shaz and Kiks Haircare- Austin, TX**

SOCIAL MEDIA AND PR COORDINATOR

OCT 2020-APR 2021

- **National Media Placement Success:** Pitched products to beauty editors, securing an Editor's Pick feature in New Beauty Magazine for a pre-wash hair mask, a pivotal moment that contributed to the brand's retail expansion into Sephora.
- **Social Media Growth Strategy:** Ideated and initiated a social media content strategy for Instagram, Facebook, and Pinterest, increasing organic reach and growing Instagram followers to 10.1k within 6 months.
- **Influencer Campaign Execution:** Conducted the "Wear Your Hair Proudly" campaign during the pandemic, partnering with micro- and macro-influencers to promote self-acceptance, celebrate natural hair, and drive brand awareness.
- **Content Strategy & Creation:** Authored SEO-optimized blog content to drive organic traffic and strengthen the brand's online presence.

**Hillcroft Physicians, P.A.- Houston, TX**

ADMINISTRATIVE ASSISTANT

MAY 2019-NOV 2020

- **Google Ads Campaign Performance:** Orchestrated a targeted Google Ads campaign during COVID-19 to promote in-person visits, addressing telehealth barriers among underserved patients. Campaign drove 2,700 new and returning visits per month, boosting patient engagement.
- **Brand Awareness Campaign:** 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 for Instagram.
- **Patient Testimonial Production:** Produced patient testimonial videos on YouTube to showcase the clinic's positive impact.
- **Operational Support & Process Management:** 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.

**EDUCATION****Trinity University, San Antonio, TX | B.S. Business Administration, Marketing Concentration**

Graduated MAY 2019

**CERTIFICATION****Rice University, Houston, TX | UX/UI Design**

Completed MAY 2021

**AWARDS AND HONORS****IDEA (Inclusivity Diversity Equity and Accessibility) Award- Houston, TX**

JAN 2024

- Recognized for leading the Early Careers Committee as chair, recruiting 65 members, and coordinating strategic initiatives to foster connections among young museum professionals.

**Stumberg Competition, Trinity University Entrepreneurship Department- San Antonio, TX**

MAR 2016

- Co-founded a non-profit and secured \$5,000 as a finalist in a student start-up competition, working with a mentor to prepare for the final round.

**VOLUNTEER AND INVOLVEMENT****Volunteer, Dress for Success Houston**

JAN 2023-PRESENT

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

**Marketing Chair, Society of Iranian Women for Education - Young Professionals**

AUG 2020-MAR 2024

- Led rebranding, website redesign, and social media strategy to promote events and drive donations, supporting the organization's mission to empower young Iranian professionals.

**LANGUAGES****English, Native Language; Farsi, Fluent; Spanish, Fluent****INTERESTS**

Traditional Eastern Medicine, Cooking, Health Science, Clean Beauty, Sustainability, Fashion, Yoga, History of Fashion, Photography, Art and Design, Pop Culture, and Sports