



Contact

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🌐 sbayan.com

Education

Master of Arts: Advertising
Savannah College of Art & Design
4.0 GPA

Bachelors of Science: Marketing
University of Tennessee
at Chattanooga

Softwares

- Adobe Creative Suite
- Asana
- Monday
- Slack
- Mailchimp
- Shopify
- Wordpress
- Microsoft Office
- Figma
- Meta Business Suite
- Mid Journey
- DALL-E
- Firefly
- Runway ML

Skills

- Cross-functional collaboration
- Data Analysis
- Project management
- Campaign Performance tracking
- Copywriting
- Presentation & Storytelling
- Brand Identity
- Adaptability

S A D E B A Y A N

I am a dynamic and multi-faceted creative with a passion for crafting compelling visual experiences. My 5+ years of experience in digital marketing and graphic design allows me to bring unique perspective to every project. I am passionate about conceptualizing and developing content that creatively communicates a brand's mission and vision, while excelling in fast-paced and high-volume project environments.

Experience

Digital Media Manager - Demos Brands *Dec 2022 - Aug 2024*

- Strategized and executed quarterly digital marketing campaigns with VP of Marketing across Meta, Google, TikTok, Mailchimp, & Shopify.
- Analyzed campaign data & industry trends to provide actionable insights, leading to a strategic pivot that increased brand awareness & ROI.
- Created and maintained visual design standards for all print and digital ads, including revision of brand guidelines for 3 of the company's brands.
- Spearheaded the activation of eCommerce platforms and website redesigns to enhance user experience and SEO performance. Led to a decrease in website complaints & questions post-launch.

Marketing Assistant - Demos Brands *Aug 2020 - Dec 2022*

- Oversaw & developed content for all digital platforms, leading to a rise in followers & engagement on social media, as well as an improved conversion rate on e-commerce sites.
- Collaborated with retail team to implement new visual merchandising plans, marketing campaigns, & incentive programs, resulting in a 4% increase in sales.
- Designed customer journeys & executed A/B testing through Mailchimp to optimize email performance and increase brand awareness.

Marketing Intern - Universal Lighting Technologies *Sept 2019 - May 2020*

- Researched competitive data and provided insights to VP of Marketing to ensure new product launch had competitive advantage.
- Conceptualized and implemented promotional content for social media accounts through Buffer.
- Collaborated with lead graphic designer for 2020 product catalogs.

Social Media Intern - Lodge Cast Iron *Oct 2018 - May 2019*

- Analyzed social media metrics through Sprout Social to monitor real-time campaign performance.
- Assisted creative team with product release & social content photoshoots.
- Developed and implemented 2 Twitter campaigns to boost engagement.

Special Projects

✍ **chefATL - Associate Creative Director, Branding**

Led branding and research team in developing a comprehensive strategy tailored to various target audiences.

✍ **Bentley x Power of Performance - Art Director**

Collaborated with team to pitch a Bentley music led experience that showcases Bentley's ethos to Generation Z.

✍ **Independent Digital Marketing Consultant**

Consulted start-up and small businesses on branding, social media, and website management.