

KIARASH JALALI

CONNECT



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hjalali



kiarashjalali.com

SKILLS

Fluent in Farsi
Social Media
WordPress
Microsoft Office
Videography
Final Cut Pro X
Adobe InDesign
Qualtrics
Client Relations
Media Relations

EDUCATION

University of Oregon
Graduated: Winter 2017
BACHELOR OF SCIENCE,
PUBLIC RELATIONS

PROFESSIONAL EXPERIENCE

Digital Marketing/PR Intern, Brian Grant Foundation, March 2017 - June 2017

- Developed timely media alerts and press releases to increase awareness of organization by five percent.
- Implemented PR tactics and strategies to generate further engagement and traffic by seven percent.
- Overhauled social media content for Facebook and Twitter accounts.
- Presented social media audit to board; summarized goals, objectives, future strategies and tactics.

Digital Marketing Intern, Coraggio Group, August 2016 - December 2016

- Developed blog content around agency news to increase traffic to website.
- Proofread and edited client based strategic business proposals.
- Designed slide decks and PowerPoint's for client meetings.
- Created an internal SharePoint system which leaned consultant's time to search for previous client projects.

Social Media Coordinator, Kabob Lounge, September 2015 - September 2016

- Increased Facebook page likes steadily by ten percent in one year through effective branding.
- Utilized Facebook analytics to target key publics; audience increase of 30 percent.
- Drafted creative social media posts to engage with audiences.
- Monitored digital channels closely to upkeep with online community.
- Managed monthly social media advertisement budget.

Social Media/ Intern, MaxHoops, June 2015 - September 2015

- Increased Twitter followers by 10 percent in two months.
- Created most engaging post thus far on Twitter account of 5,000 followers.
- Filmed three specific drills and skill development videos for seven college basketball teams.
- Increased engagement by five percent across Twitter and Facebook through use of photography and videography.

Marketing Associate, Kiagraphix, September 2013 - August 2014

- Increased clientele by 11 percent through professional communication and pitching sales.
- Cultivated excellent relationships with new prospects and existing clients.
- Cold called businesses to drive sales and create brand awareness.
- Gave professional presentations to 72 small business owners to create awareness