

# Salman Jaberi

Brand Design | Creative Lead | Experiential Production

info@salmanjaberi.com ✉

(424) 245-9223 📞

Brooklyn, NY 11222 📍

salmanjaberi.com 🌐

linkedin.com/in/salman-jaberi in

Brand Architect, Creative Lead, and Experiential Producer with over 5 years experience designing multimedia campaigns, developing storytelling concepts, managing creative projects, and producing experiential initiatives for renowned brands and organizations in the industry.

## WORK EXPERIENCE

### Experiential Producer

Bossa Nova Civic Club 📄

01/2020 - Present

Brooklyn, NY

#### Achievements/Tasks

- Capitalise on digital initiatives and migrating from an on-site location to virtual via experiential marketing integration.
- Produce storytelling concepts to develop an omnichannel experience, resulting in a 90% engagement increase.
- Optimize consumer satisfaction using PII data from over 4k subscriber emails and 10+ events to create an impactful story tailored to each user.

### Digital Marketing Director

Moms Standard 📄

01/2019 - 12/2019

Brooklyn, NY

#### Achievements/Tasks

- Led the redesign of the brand from concept to creation, skyrocketed booking sales by 80% as a result.
- Designed creative strategies and managed in-house / external marketing teams to ensure timely execution.
- Partnered with micro-influencers to grow the recurring customer base by 40%.

### Experiential Producer

TribalVision (We The People) 📄

09/2018 - 12/2018

Boston, MA

#### Achievements/Tasks

- Successfully launched the Singapore-based crowdfunding store, We The People, in the U.S.
- Recruited and coached a team of 6 to seamlessly execute events pre and post-launch in Boston and St. Louis.
- Executed experiential campaigns, uncovered long-standing inefficiencies, proactively provided solutions, and cut costs by 25%.

### Digital Marketing Coordinator

KAYAK 📄

08/2018 - 12/2019

Cambridge, MA

#### Achievements/Tasks

- Developed 5 digital marketing campaigns and executed social media strategies, boosting brand awareness by 22%.
- Monitored data and progress across social channels to optimize marketing campaigns to boost social media presence.
- Copywrite for KAYAK Travel Hacker, assisted social media copy and content creation, along with scheduling posts on Instagram, Twitter, and Facebook.

## SKILLS

Event Production

Social Media

Brand Development

Creative Strategist

Project Management

Community Builder

Storyteller

Brand Design

Creative Direction

Digital Marketing

Content Creation

JIRA

Asana

Hootsuite

## FREELANCE PROJECTS

SPRING/BREAK Art Show NY (03/2020 - 03/2020) 📄

- Creative Lead

Backdoor XL CDMX (02/2020 - 02/2020) 📄

- Media Consultant

Save Me From: Our Difference (03/2019 - 05/2019) 📄

- Multimedia Consultant

Cannagather (04/2019 - 05/2019) 📄

- Experiential Consultant

Six Flags Theme Park Mobile App (09/2018 - 03/2019) 📄

- Brand Consultant

Dr. Jart+ (03/2018 - 07/2018) 📄

- Creative Strategist/Consultant

## ORGANIZATIONS

DanceSafe National (03/2020 - Present) 📄

Community Lead to North American Region

Rave Scout Cookies (08/2019 - Present) 📄

Founder & Creative Director

## EDUCATION

### Marketing Communications, B.S.

Emerson College

01/2015 - 01/2019

Boston, MA

### Psychology, B.S.

Regents University London

09/2009 - 05/2012

London, UK