

ID

ISLAM DAGHESTANI

CONTACT



814-547-4563



islamdaghestani@gmail.com

SKILLS

- Loomly
- MailChimp
- Hubspot
- Adobe Photoshop
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe After Effects
- Microsoft Suite
- Canva
- Social Media
- Social Media Ads
- Google Ads
- WordPress
- Google Analytics
- Hootsuite
- Email Marketing
- Marketing Strategy
- Social Media Management
- Content Creation
- Brand Development
- Website Management
- Market Research
- Competitive Analysis
- Creative Ideation
- Brand Consistency
- Audience Engagement
- Digital Advertising
- Customer Satisfaction
- Event Promotion
- Campaign Planning
- Community Growth
- Trade Show Coordination
- Leadership Skills
- Team Collaboration
- Volunteer Engagement



PROFESSIONAL PROFILE

Highly accomplished and results-driven marketing professional with extensive years of experience in developing and implementing innovative marketing strategies across diverse industries. Proven track record of driving revenue growth, increasing brand visibility, and fostering customer engagement through digital marketing, social media campaigns, and targeted advertising initiatives. Skilled in market analysis, trend forecasting, and leveraging consumer insights to optimize marketing efforts and exceed business objectives. A collaborative leader with a passion for cultivating high-performing teams and executing successful multi-channel marketing campaigns. Ready to bring a dynamic blend of creativity, strategic vision, and analytical acumen to drive impactful results in a new marketing role.



CORE COMPETENCIES

- Proficient in developing and executing targeted marketing strategies by leveraging market research, competitive analysis, and consumer insights.
- Skilled in utilizing digital platforms such as social media, email marketing, SEO, and PPC advertising to enhance brand visibility and drive measurable ROI improvements.
- Ability to conceptualize and implement innovative marketing campaigns across various channels, combining creativity with data-driven insights for maximum impact.
- Strong analytical capabilities, including interpreting marketing metrics, conducting A/B testing, and utilizing data analytics tools to optimize campaign performance.
- Experienced in content creation, crafting compelling narratives, and producing engaging multimedia content to support marketing initiatives and foster deeper connections with the target audience.



EDUCATION

The Pennsylvania State University

Master of Business Administration | 2022 - 2023

Bachelor of Science in Marketing | 2022



PROFESSIONAL EXPERIENCE

Corporate Manager of Marketing and Social Media

August 2023 - Present

Radius Hospitality

- Strategize and execute comprehensive marketing plans for 15 hotels, 2 restaurants, and 1 event center, resulting in an increase in online engagement and a rise in revenue.
- Produce captivating photo and video content for social media platforms, blogs, rack cards, flyers, banners, Google & social media ads, garnering an increase in audience reach.
- Manage guest/customer reviews, implement email marketing campaigns, and update websites, enhancing customer satisfaction and loyalty.

Social Media Manager

December 2022 - May 2023

Penn State Behrend

- Managed Social Media campaigns and day-to-day channel and account activities.
- Developed innovative social media strategy to align content with target audiences, resulting in increase in engagement across diverse social media.
- Utilized social media analytical data and metrics to measure effectiveness.

Marketing Intern

June 2022 - August 2022

Bull Moose Marketing, Meadville, PA

- Designed marketing materials targeting existing and potential customers.
- Partnered with the marketing team to develop new marketing strategic direction for products.
- Prepared marketing objectives, strategies, and plans to apply marketing techniques efficiently.

Marketing Assistant

December 2020 - January 2022

Victor Media Group – REMOTE

- Established client relationships by providing excellent service and promptly responding to their needs.
- Created new marketing strategies to meet needs, drive competitive growth, and improve the bottom line.
- Created content for social media accounts and managing the accounts to increase awareness.

LEADERSHIP AND COMMUNITY INVOLVEMENT

- Lion Scout Ambassador, Office of Admissions | Penn State | December 2018 - May 2022
- Volunteer Media Contributor, Office of Strategic Communications | Erie, PA | August 2018 - December 2018
- Student Athlete, Indoor and Outdoor Track and Field | Penn State | October 2018 - May 2023

TECHNICAL SKILLS

- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign
- **Microsoft Office Suite:** Word, Excel, PowerPoint