

Resume

# SHIRENE CHEHRAZI

PASSIONATE - CREATIVE - AMBITIOUS



## FULL-STACK MARKETING LEADER

Full-stack marketing leader with 12+ years of experience building and growing e-commerce and marketplace brands. A creative strategist who turns ideas into campaigns that perform—connecting product and consumer experiences through thoughtful design, storytelling, and data-driven marketing. Collaborative and hands-on, with a knack for balancing creativity with results. Passionate about creating meaningful brand experiences and working with teams who love building things that matter.

### EDUCATION

#### FASHION INSTITUTE OF TECHNOLOGY

B.S. Advertising &  
Marketing Communications  
Magna Cum Laude

A.A.S. Fashion  
Merchandising Management  
Cum Laude

### TECH SKILLS

Adobe Photoshop + Illustrator + InDesign  
Claude // ChatGPT  
HTML // WordPress // Shopify  
Google Analytics // GSC // SEO // PPC  
Google Workspace // Asana // Slack



### EXPERTISE

Website Optimization  
Digital Strategy  
Brand Management  
Content Creation  
Social Media Marketing  
Experiences + Events  
Graphic Design



## EXPERIENCE

Present  
June 2022

#### MARKETING DIRECTOR • BAKITBOX

- Lead brand and digital marketing for a national children's baking-and-STEM company, shaping strategy and positioning to engage families across consumer, retail, and education channels.
- Lead marketing for homeschool programs driving 70–80% of revenue, developing positioning, messaging, offers, and campaigns to support growth.
- Own digital strategy and website experience, leading ongoing modernization, messaging, merchandising, and optimization across the customer journey.
- Direct brand and creative strategy across product launches, packaging, digital campaigns, and content, while leading internal and external creative partners.
- Analyze performance to identify trends and deliver strategic growth recommendations.

Present  
Aug 2009

#### FREELANCE MARKETING + GRAPHIC DESIGN • SHIRENECHEHRAZI.COM

Dec 2021  
May 2018

#### DIGITAL MARKETING DIRECTOR • KINDERMUSIK INTERNATIONAL

- Led digital marketing strategy across web, SEO, paid media, social, email, content, and partnerships, driving acquisition, retention, and revenue across B2C and B2B audiences.
- Spearheaded a website redesign to improve UX and the digital customer experience.
- Developed an organic acquisition strategy that generated 5,000+ leads in three months.

June 2017  
April 2016

#### MARKETING MANAGER • PACKLANE

INTERESTS // yoga ♦ reading ♦ live music ♦ crafting ♦ travel ♦ fashion ♦ beach strolls

### LOCATION

Wilmington, NC  
11+ Yrs Remote Work

### WEB

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### PHONE

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