

Resume

SHIRENE CHEHRAZI

PASSIONATE - CREATIVE - AMBITIOUS



FULL-STACK MARKETING MANAGER

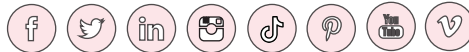
Full-stack marketing manager with 12+ years of experience building and growing e-commerce and marketplace brands. A creative strategist who turns ideas into campaigns that perform—connecting product and consumer experiences through thoughtful design, storytelling, and data-driven marketing. Collaborative 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
SEO // SEM // PPC
Basic HTML // WordPress // Shopify
Google Analytics // Search Console
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

- Oversee brand and digital marketing for a national children's baking-and-STEM subscription company. Manage e-commerce, creative, and lifecycle marketing across Shopify, Amazon, and homeschool channels with internal and external partners.
- Lead marketing for homeschool programs driving 70-80% of revenue, optimizing product pages, messaging, and promotions for performance.
- Build and maintain high-converting product pages and landing pages supporting subscriber growth.
- Direct creative and content strategy for product launches and seasonal campaigns.

Present
Aug 2009

FREELANCE MARKETING + GRAPHIC DESIGN • SHIRENECHEHRAZI.COM

Dec 2021
May 2018

DIGITAL MARKETING DIRECTOR • KINDERMUSIK INTERNATIONAL

June 2017
April 2016

MARKETING MANAGER • PACKLANE

April 2016
Sept 2015

DIGITAL MARKETING ANALYST + CLIENT MANAGER • SISDIGITAL

Sept 2015
Jan 2014

DIGITAL MARKETING STRATEGIST • GIGSALAD

VOLUNTEER // American Cancer Society ♦ NYU FACES ♦ NYFW ♦ Cucalorus Film Festival ♦ Boys+Girls Club

LOCATION

Wilmington, NC
10+ Yrs Remote Work

WEB

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PHONE

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