

Vesa Hasani

New York City, NY | vesahasani0202@gmail.com | (917) 463-6387 | linkedin.com/in/vesahasani

PROFESSIONAL SUMMARY

Creative and data-driven marketing professional with hands-on experience in digital campaigns, content creation, and social media strategy. Skilled in Canva, Meta Business Suite, and email marketing, with a proven track record of boosting engagement and brand visibility. Seeking a digital marketing role to apply my skills and drive impactful results.

EDUCATION

Baruch College, City University of New York, Zicklin School of Business

New York, NY

Bachelor of Business Administration in Marketing Management - Dean's List - GPA: 3.88

Graduated June 2024

- Coursework: Marketing Research, Advanced Digital Marketing, Marketing Strategy, Social Media Marketing

MARKETING EXPERIENCE

Gorjana

New York, NY

Salesperson

October 2024-Present

- Manage multiple tasks to ensure efficient store operations, and partner with in-store team to create visually appealing displays and digital content for social promotion
- Consistently exceed sales quotas through strategic selling and outstanding customer engagement

SPEAKHIRE

New York, NY

Marketing and Communications Associate

May 2024- October 2024

- Led development and execution of AIDA-based marketing campaigns for events, including Soiree & Summit
- Generated content ideas and identified outreach channels to effectively reach target audiences via Instagram, LinkedIn, and email marketing. This led to increasing email open rates by 35%
- Managed email campaigns for 100+ recipients, crafting personalized messages to achieve high conversion rates
- Utilized Canva to design engaging visuals for marketing materials and redesigned the SPEAKHIRE logo

Marketing and Communications Intern

July 2023-May 2024

- Designed and created engaging graphics for the organization's magazine and social media posts using Canva
- Brainstormed and presented innovative marketing approaches to reach the organizations target audience
- Developed & executed email marketing outreach initiatives, fostering communication with internal teams to ensure project completion
- Monitored key engagement metrics and impressions for social media using Facebook Meta Business Suite

UNICEF at Baruch

New York, NY

VP of Marketing E-board Member

August 2022-July 2023

- Marketed over 15 events on social media to grow recognition, resulting in a 48% increase in engagement
- Optimized keywords using Instagram hashtags, effectively reaching the target audience for UNICEF campaigns
- Organized and hosted engaging events to promote donations and upcoming fundraisers

The Brooklyn Dance Centers

Brooklyn, NY

Dance Teacher & Content Creator

September 2019 – Present

- Produce and schedule engaging content for Instagram and Facebook to promote events and increase enrollment
- Boost community engagement by highlighting student achievements, and behind-the-scenes moments
- Coordinate logistics for recitals and performances while maintaining brand presence online

ADDITIONAL

Marketing Certifications: Google Ads Measurement, HubSpot Academy - Inbound Social Media Strategy & Marketing Techniques Certified, CUNY Spring Forward 2024 Certification for successfully completing 9-week internship

Skills: Digital & Email Marketing, Strategy, Content Creation, Social Media Management, SEO, Content Creation

Technical: Canva, Meta Business Suite, Microsoft Office Suite (PowerPoint, Word, Excel), Google Suite (Docs, Gmail), Kintone, Slack