

Contact

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About Me

Results-driven Marketing Project Manager with 7+ years of experience leading cross-functional teams, managing product launches, and executing integrated campaigns. Skilled in go-to-market strategy, marketing operations, and event management, with a proven record of improving delivery timelines, enhancing brand visibility, and reducing costs through process optimization. Adept at leveraging data-driven insights, workflow automation, and digital marketing tools to align stakeholders and achieve business objectives.

Core Skills

- Marketing Operations & Project Lifecycle Management
- Go-to-Market Strategy & Product Launches
- Cross-Functional Team Leadership
- Event & Tradeshow Management
- Campaign Analytics & KPI Tracking
- Budget Oversight & Vendor Negotiation
- Process Improvement & Workflow Automation
- Digital Marketing (SEO, Email, Content, Social Media)
- Stakeholder Communication & Reporting

AREFEH (ARI) KERMANI

Marketing Project Manager

Professional Experience

(July 2023 – Present)

MARKETING PROJECT MANAGER

AudioQuest – Irvine, CA

- Directed 12+ product launches annually, aligning design, product development, and sales teams to deliver on time and within budget.
- Managed end-to-end marketing lifecycle, achieving a 95% on-time delivery rate for marketing assets.
- Coordinated 8+ dealer events/tradeshows per year, overseeing logistics, booth design, product displays, and follow-up engagement.
- Implemented process improvements in price book and packaging updates, reducing cycle time by 25%.
- Partnered with design teams to produce 50+ marketing assets, ensuring consistency across campaigns.
- Streamlined cross-department workflows, reducing bottlenecks and accelerating asset approvals.

(Jan 2020 – 2023)

SENIOR BUSINESS DEVELOPER (WEST REGION)

Trinity Consultants – Irvine, CA

- Designed and executed targeted marketing campaigns that supported business development goals.
- Negotiated contracts, managed client accounts, and identified new market opportunities.
- Developed brand messaging strategies that increased awareness and engagement.

Education

- B.A. Marketing – California State University, Fullerton
- A.A. Business Management – Saddleback College

Software and Tools

- Project Management: Asana, Monday.com, Jira
- CRM: Salesforce, HubSpot
- Digital Marketing: SEO/SEM, Email Marketing, Social Media Campaigns
- Creative: Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- Web/Commerce: Shopify, WordPress
- Productivity: Microsoft Office Suite, SharePoint

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(2019 – 2020)

MARKETING MANAGER

Honest way

- Increased brand recognition by defining audience segments and delivering tailored campaigns.
- Researched competitors and market trends to shape data-driven strategies.
- Monitored KPIs, adjusted campaigns, and optimized spend for maximum ROI.

(2017 - 2019)

MARKETING MANAGER

Aversity

- Managed email and content marketing campaigns, driving audience engagement and retention.
- Built client relationships and improved communication strategies.
- Analyzed customer behavior to refine targeting and campaign performance.

(2015 - 2017)

PROGRAM SPECIALIST - BUSINESS SCIENCE DIVISION

Saddleback College

- Facilitated student workshops and career programs, boosting student engagement.
- Conducted surveys and analyzed program performance data.
- Supported program implementation, policy execution, and career services.