

PROFESSIONAL SUMMARY

Partnership Marketing and Brand Strategy Professional with hands-on experience managing sponsorships from creative ideation and campaign planning, to activation execution and performance reporting. Supported national clients leading creator network strategy, conducting social listening and delivering data-driven recaps that tied partner investments to measurable outcomes. Comfortable building and presenting a pitch deck, analyzing campaign ROI, or coordinating on-site activations.

Driven to bring a blend of strategic thinking, creative execution, and analytical rigor to any role that presents itself.

PROFESSIONAL EXPERIENCE

rEvolution - Creative Strategy Intern May 2025 - Sep 2025

- Developed partnership recap presentations for brand clients, tracking digital/social metrics and documenting proof of execution deliverables.
- Supported senior strategists in client-facing presentations and creative briefs, directly contributing to partner buy-in and activation approvals.
- Managed influencer/creator marketing programs — coordinating outreach, onboarding, and content deliverables — ensuring partners met contracted obligations.
- Conducted social listening and trend analysis via Talkwalker to identify culturally relevant opportunities and shape campaign direction for partner brands.
- Built campaign calendars and asset schedules using Later and Sprinklr, ensuring seamless cross-platform execution aligned with partner timelines.
- Compiled post-campaign ROI analyses and optimization reports, translating performance data into actionable insights for future activation planning.

DePaul University Athletics - Marketing Student Assistant Sep 2023 - May 2025

- Supported end-to-end event activations: game-day setup, on-site execution, and post-event breakdown — for athletic department events and brand partner integrations.
- Managed event logistics including RSVP coordination, check-in operations, credential distribution, and partner suite collateral preparation.
- Assisted in executing brand partner integrations during live events, coordinating sponsor deliverables and ensuring partner visibility across in-venue and digital touchpoints.

Self-Employed – Content Creator Jan 2020 - Present

- Built and managed personal channels with content surpassing 900K views, demonstrating ability to grow and sustain digital audiences.
- Optimized performance using platform analytics (YouTube Studio, TikTok Insights, Instagram Creator Studio) to refine content for maximum reach.
- Created original short-form storytelling formats tailored to Gen Z digital consumption habits, driving organic growth.
- Engaged directly with online communities through comments, collabs, and live content, boosting brand loyalty and repeat viewership.
- Applied SEO, metadata optimization, and trend monitoring to maximize organic discoverability and sustained audience growth across platforms.

Braves Vision – Content Specialist Aug 2020 - May 2022

- Produced and edited short-form social content for team broadcasts, adapting live event footage into social-first storytelling formats (Reels, GIFs, vertical edits).
- Collaborated with media and marketing teams to support game-day content rollout, ensuring sponsor-aligned assets were activated across team channels.
- Tracked content performance using in-platform analytics and delivered weekly reporting with actionable recommendations.

PROJECTS <https://www.linkedin.com/in/arman-jaweed>

Qatar Airways FIFA World Cup Activation Planning: Developed a comprehensive strategic pitch deck for Qatar Airways' 2026 FIFA World Cup activation, including sponsorship visibility strategy, brand narrative frameworks, and international fan engagement concepts.

NetApp x NFL Activation Strategy (rEvolution): Developed campaign strategy and creative direction for NetApp's inaugural NFL sponsorship at rEvolution, including messaging frameworks, in-stadium asset concepts, and broadcast thoughtstarters aligned to the league's sponsorship communications priorities.

Discover x EA CFB26 Pitch: Led campaign planning and pitch development for a multi-brand college football partnership, aligning brand messaging with fan engagement opportunities across broadcast and digital channels.

Continental Tire Creator Network: Managed creator network strategy and content delivery for Continental Tire's MLS partnership at rEvolution. Produced data-driven quarterly performance reports evaluating reach, ROI, and creator output against contracted obligations.

Fox Sports University Flippin' Bats Podcast Campaign: Led consumer research and PR campaign strategy for MLB Jewel event integration.

Chicago Sky Corporate Partnerships Pitch: Proposed new sponsorship strategies and activation concepts in a formal presentation delivered directly to the Vice President of Partnerships.

7-Eleven Esports Campaign Pitch: Designed a Twitch and gaming collaboration strategy to expand the brand into Gen Z culture through sponsorship and creator-driven activations.

EDUCATION

Louisiana State University Shreveport
MBA - Business Administration
(Marketing Concentration) | Dec 2026

DePaul University
Bachelor of Arts | Sports Communication

SKILLS

Marketing & Strategy: Social Media, Campaign Development, Brand Strategy, Digital Marketing, KPI Development, ROI Reporting, Event & On-Site Activations, Brand Partnership Activations.

Creative Tools: Adobe Creative Cloud (Photoshop, Premiere Pro, After Effects), Canva

Data/Analytics: Talkwalker, Sprinklr, Later, Google Analytics, SEO & Metadata Optimization, YouGov

AI & Productivity Tools: Microsoft Office/365, Google Workspace, Claude / ChatGPT (campaign strategy, copywriting, recap drafting), Perplexity (research), Gamma (pitch deck creation), Runway ML, Notion AI, Zapier (workflow automation)

Other: Customer Service, Project Management, Communication, Problem Solving, Creative Visual Thinking