

# Arman Jaweed

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Agency Operations & Client Coordination | Account Management | Cross-Functional Execution

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## PROFESSIONAL SUMMARY

Agency-side professional with experience coordinating client accounts, cross-functional teams, and campaign execution for national brands (Continental Tire, NetApp, Qatar Airways). Skilled at managing timelines, deliverables, and stakeholder communication from brief to launch. Comfortable building client relationships and confidently presenting recommendations to decision-makers.

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## PROFESSIONAL EXPERIENCE

### Holiday Inn — Client Relations Sales Specialist | Dec 2025 – Present

- Prospect and cultivate new corporate and business accounts, applying client-needs analysis to build a consistent pipeline that converts into recurring revenue.
- Negotiate contract terms and pricing with corporate clients, balancing account needs against revenue targets to close deals against monthly goals.
- Manage a portfolio of active client accounts post-sale, identifying upsell opportunities through ongoing relationship and needs analysis.

### rEvolution (Agency) — Client Strategy & Operations Intern | May 2025 – Sep 2025

- Managed cross-functional vendor and partner programs, coordinating outreach, onboarding, and deliverables against contracted timelines and budgets.
- Supported client-facing presentations and strategy briefs, contributing directly to client buy-in and program approvals.
- Developed client-ready business-case materials and post-campaign ROI analyses, translating performance data into actionable recommendations for stakeholder review.
- Conducted market and competitive research via Talkwalker social listening to identify opportunities and shape strategic recommendations presented to senior strategists for client-facing use.

### DePaul University Athletics — Student Project Coordinator | Sep 2023 – May 2025

- Supported end-to-end project planning and logistics — coordination, scheduling, and stakeholder communication — for partner-facing initiatives.
- Executed partner deliverables across live, concurrent initiatives, managing asset placement and fulfillment against deadlines.

### Braves Vision — Business Strategy Intern | Aug 2020 – May 2022

- Analyzed current revenue streams for a Division I athletics department, evaluating performance across existing channels to identify gaps and growth opportunities.
- Researched and developed recommendations for new revenue stream opportunities, translating financial and market analysis into insights for department stakeholders.

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## PROJECTS

- **Chicago Sky Strategic Recommendation:** Independently researched, developed, and presented a sponsorship strategy proposal directly to the VP of Partnerships — full ownership from research through executive-level delivery.
- **Discover x EA CFB26 Strategic Pitch:** Led research and pitch development for a multi-stakeholder brand partnership, structuring recommendations for client presentation.
- **Continental Tire Creator Network (rEvolution):** Managed strategy and content delivery for a national client account; produced quarterly performance reports evaluating reach, ROI, and program output.
- **Qatar Airways Market Activation Research:** Developed a strategic research deck for a 2026 global activation, including market analysis, competitive positioning, and stakeholder engagement strategy.
- **MLS Calendar Transition Case Study:** Built an independent strategic case study advising a client organization on a major structural transition; presented findings live to agency staff.

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## EDUCATION

Louisiana State University Shreveport — MBA, Business Administration (Marketing Concentration), Sep 2025 – Dec 2026

DePaul University — Bachelor of Arts, Sports Communication, Sep 2022 – Jun 2025

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## SKILLS

**Business & Strategy:** Market & Competitive Research, Business Case Development, Stakeholder Communications, Strategic Recommendations, Client Relationship Management, Salesforce (CRM), KPI Development, ROI & Performance Reporting

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

**Productivity Tools:** Microsoft Office (Excel, Word, PowerPoint, Outlook, Teams), Adobe Creative Cloud, Canva, Gamma, Notion AI, Claude/ChatGPT, Perplexity, Zapier