

ZAREEN MALIK

832-489-1611 | zarmali13@gmail.com | www.linkedin.com/in/zareenmalik | <https://www.zareenmalik.co/>

SUMMARY

Digital Marketer and Social Media Manager with 5+ years of experience building brand presence, driving community growth, and executing campaigns from the ground up. Proven track record scaling engagement and visibility across social, influencer, and content channels, including high-stakes work for 50M+ follower clients. Comfortable operating at an early-stage pace, owning initiatives end-to-end, and collaborating cross-functionally.

EXPERIENCE

SOCIAL MEDIA MANAGER | Sulte Group, Los Angeles, California

March 2026 – Present

- Directed content production and social strategy across five platforms (Instagram, TikTok, X, Facebook, YouTube) for globally recognized artist and entrepreneur Ice Cube and his 50M+ combined followers, owning the content calendar, creative direction, and first-person brand voice from concept through publish.
- Scaled quarterly impressions on every channel in the first quarter on the account: Instagram +236% to 101.4M, Facebook +87% to 31.9M, and TikTok +393% to 3.8M.
- Multiplied audience engagement across all platforms: Facebook interactions +362% to 1.21M, Instagram +306% to 3.78M, and TikTok +1,165% to 654K.
- Grew Facebook community by 179.7K followers (+22%) and drove page visits to 498.1K within a single quarter.
- Own end-to-end creation and execution of email marketing campaigns to a 75,000+ subscriber list via Kit, including copywriting, design, and send strategy for concerts, giveaways, and BIG3 promotions.

CONTENT AND COMMUNITY MANAGER | KiTbetter, Los Angeles, California

July 2025 – March 2026

- Led content and community strategy across Instagram, TikTok, YouTube, and Pinterest, developing a unified content calendar that increased overall engagement by 36%.
- Oversaw end-to-end production of culturally relevant digital content, designing in Canva and Adobe Express, scheduling via Hootsuite, and guiding creative direction through final delivery.
- Built and managed 1:1 artist partnerships with creators, driving campaign alignment, content strategy, and activation execution.

SENIOR SOCIAL MEDIA MANAGER | Krikey AI, San Francisco Bay Area

April 2022 – April 2025

- Promoted to Senior Social Media Manager after architecting an integrated social and content strategy that drove 79% YoY organic follower growth across platforms and a 55% increase in social-driven link clicks on LinkedIn.
- Managed cross-functional campaigns end-to-end and coordinated between SEO, design, and product teams to publish optimized content that expanded targeted reach by 26%.
- Scheduled and published multi-platform content via Sprout Social, using its analytics to draft monthly insight reports that shaped ongoing content strategy.
- Wrote and produced educational YouTube videos showcasing new product features, driving 14% subscriber growth.
- Drove a 3x boost in overall engagement through consistent KPI oversight and team performance management.

BRAND AMBASSADOR LEAD | Bumble, Dallas, Texas

September 2021 – May 2022

- Managed a team of campus micro-influencers, providing creative direction, setting KPIs, and driving consistent on-brand content output.
- Designed and executed localized social and influencer campaigns that increased user engagement by 21%.

EDUCATION

The University of Texas at Dallas

B.S. Business Marketing

SKILLS

- Brand & Campaign Strategy:** Brand positioning • Integrated multi-platform campaigns • Audience insights & social listening • Brand partnerships & sponsor collateral • Email marketing • Experiential marketing • SEO & keyword research • Performance reporting
- Platforms & Tools:** Instagram • TikTok • YouTube • X • Facebook • Meta Business Suite • TikTok Analytics • YouTube Studio • Google Analytics • Kit (ConvertKit) • Canva • CapCut • Woobox • Google Workspace • Notion • Monday • Sprout Social • Buffer • HootSuite • Metricool