

Arshia Maremmat

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PROFESSIONAL SUMMARY

Marketing and creator-focused professional with 7+ years of experience in relationship building, outreach, campaign support, stakeholder communication, reporting, and brand storytelling. Brings hands-on creator experience across TikTok, Instagram, YouTube Shorts, and Twitch, along with professional brand representation through modeling. Skilled at supporting campaign execution, coordinating cross-functional teams, tracking performance, and building authentic relationships across fast-paced, audience-driven environments.

PROFESSIONAL EXPERIENCE

Inspiring | Gaming & Social Content Creator

San Francisco, CA

Content Creator / Digital Brand Builder

March 2023 - Present

- Built and managed a multi-platform creator presence across TikTok, Instagram, YouTube Shorts, and Twitch, developing short-form content designed to drive engagement, retention, and audience growth.
- Generated millions of total views across social platforms by testing hooks, captions, formats, posting cadence, and performance trends.
- Created gaming commentary, ranked gameplay, and educational content with a consistent brand voice, visual style, and audience-focused storytelling approach.
- Edited and produced video content using Adobe Premiere Pro, balancing creative direction, storytelling, pacing, captions, and platform-native formatting.

Look Model Agency

San Francisco, CA

Model / Brand & Creative Talent

August 2017 - Present

- Represent brands including Cartier, Old Navy, Adidas, Levi's, Wish, Upside Foods, and SF Chronicle in commercial, creative, event, runway, and audience-facing settings.
- Collaborate with creative teams, stylists, photographers, producers, and brand representatives to execute campaign concepts, runway presentations, promotional events, and polished client-facing experiences.
- Support brand presentation across fit modeling, luxury retail, fashion, lifestyle, tech, food innovation, and live event environments requiring professionalism, adaptability, and strong visual storytelling.

Unify Consulting

San Francisco, CA

Business Development Manager

December 2025 - April 2026

- Supported GTM strategy for enterprise accounts including Google, Salesforce, and Meta by identifying customer needs, business priorities, and opportunities for solution positioning.
- Sourced and supported a \$400K+ process improvement engagement for Google Security Operations through targeted outreach, stakeholder mapping, and value-based positioning.
- Developed messaging and client-facing narratives that translated complex technology, AI, data, and process improvement initiatives into clear business value.
- Partnered with VPs, delivery teams, and solution leaders to align project scopes, client expectations, and success metrics across strategic initiatives.

TEKsystems Global Services

Walnut Creek, CA

Enterprise Account Manager

December 2022 - September 2024

- Generated \$1.5M–\$1.7M in annual revenue by combining strategic account planning, consultative discovery, and data-informed customer engagement.
- Managed GTM and account strategy for global payment service providers, using customer insights and business objectives to position digital and technology solutions.
- Built executive-facing presentations and storytelling frameworks to communicate technical solutions to managers, directors, and CIO-level stakeholders.

EDUCATION

San Jose State University

San Jose, CA

Bachelor of Science, Finance

August 2019 - May 2021