

Ciarra Nean-Marzella

Austin, TX | (714)-585-7607 | ciarranm199@gmail.com | [LinkedIn](#)

CAREER BACKGROUND

Experienced creative marketer and strategist supporting Fortune 500 companies and tech startups. From content creation to XR initiatives, I create unique campaigns that yield measurable and enduring results.

RECENT EXPERIENCE

Marketing Manager II

Atlassian | Austin, TX | Dec 2023 - Apr 2024

Drove campaigns for Team '24, Atlassian's premier annual teamwork conference

- Managed over 150 JIRA tickets between the creative, sales, email, product and acquisition team to ensure all campaigns were released on time
- Tracked registration metrics for all email, organic and paid social, in-product marketing, and cross-promotional campaigns allowing us to drive weekly sustainable growth strategies

Product Marketing Manager

SKIP Dating APP | Austin, TX | Jun 2022 – Jun 2023

Led go-to-market strategy for launch of disruptive no-chat dating app through digital and offline campaigns

- Designed, wrote copy for, and scheduled all content for the company's Instagram, Facebook, and LinkedIn, increasing recognition by 90%
- Planned in-person events to promote the app, resulting in over 200+ organic followers and 500+ downloads

Social Media Strategist

LPL Financial | Austin, TX | Jun 2023 - Aug 2023

Conducted in-depth audience analysis at a Fortune 500 company to aid in content creation for internal branding

- Identified gaps and opportunities within our content strategy and defined how to fill and leverage them
- Launched 6 month ad campaigns across LinkedIn and Twitter to educate advisors about becoming RIAs

Project Manager

Texas Immersive Institute | Austin, TX | Nov 2022 - May 2023

Orchestrated a multidisciplinary effort, overseeing all aspects of light and sound installations, voice talent management, and live cue execution for an immersive experience.

- Managed the planning and execution of light and audio installations in less than six months
- Cross-collaborated with five teams to manage marketing, development and a \$10,000 budget

EDUCATION

University of Texas at Austin

Masters of Arts in Advertising

University of San Francisco

Bachelor of Arts in Communication Studies and Public Relations

SKILLS & TOOLS

Skills: Salesforce CRM, JIRA, Trello, Figma, Email Marketing, Project Management, Product Marketing, Campaign Creation, Event Management, Hootsuite, Social Media Management, Brand Strategy, Google Analytics

Languages: French