

Mary Ohanyan

Project Lead

New York | [LinkedIn](#) | [Website](#)

Social media lead with 7+ years of experience in influencer marketing, PR, and SEO who brings design thinking and data-driven strategy to drive measurable growth in engagement, retention, and visibility.

EXPERIENCE

Project Lead, UX Unusual LA	Oct 2025 — Present <i>Los Angeles, CA</i>
Led social media strategy, PR execution, and product design for a 10-client portfolio. Delivered monthly analytics reports and 30-day content campaigns while executing Adobe Summit's PR strategy, which drove a 15% increase in search visibility. Partnered with engineering to reduce UI defects by 60% and improved in-app engagement by 37% across client publications reaching 100k subscribers.	
Social Lead Zankou Chicken	Jan 2025 — Sep 2025 <i>New York</i>
Managed social media strategy across Instagram, TikTok, and Meta, delivering a 26% increase in engagement. Led a full brand aesthetic refresh including visual identity, tone of voice, and copywriting guidelines that resulted in 30% higher audience engagement. Increased organic search visibility by 400% and moved brand ranking to #2 on Google through SEO audits and optimization.	
Senior Social Media Manager Kara Content	Mar 2021 — Jan 2025 <i>Los Angeles, CA</i>
Managed day-to-day coordination of OOH campaigns for a 5-client portfolio by analyzing market trends and competitive positioning, resulting in full contract renewals. Coordinated with media vendors from inventory execution through delivery, achieving 45k+ monthly impressions. Improved ROAS by 30% and increased engagement through targeted paid advertising and A/B testing on creative assets.	
Social Media Manager OHOSPICE INC	Aug 2020 — Nov 2021
-Led social media planning and content strategy to increase brand awareness and strengthen community engagement. -Monitored key performance metrics and translated data into actionable recommendations to improve campaign performance. -Managed editorial calendars and developed mission-driven content tailored to diverse audiences.	
Art Instructor Modest Fly Art Studio Gallery	Sep 2018 — Aug 2020 <i>Los Angeles, CA</i>
-Provided academic tutoring alongside art instruction during the pandemic, and taught art to students ages 5–15, adapting lessons for a wide range of developmental and skill levels -Supported community art programs, contributing to public-facing initiatives and creative engagement.	
Receptionist Tufenkian Fine Arts	Jul 2017 — Jun 2018 <i>Los Angeles, CA</i>

EDUCATION

ArtCenter College of Design <i>Illustration and Graphic Design Program</i>
California State University, Northridge <i>Bachelor's degree in Cognitive Science</i>
Burbank High School
Glendale Community College

SKILLS

Social Media Strategy · Content Calendar Planning · Community Management · Product Launch Content · Brand Voice & Messaging · Influencer Partnerships · B2B Brand Marketing · Product & UX Strategy · Video Production & Editing · Responsive Design · Social Media Metrics & Reporting · A/B Testing · Campaign & Launch Planning · Sprout Social · Figma · Sprinklr · Adobe Premiere · Adobe Creative Suite · Procreate · Notion · Angular · Digital Marketing Media · Community Marketing · Project Management · Media Planning · Microsoft Office · Graphic Design · Writing · Social Media Advertising · Digital Marketing · Facebook · Media Strategy · Digital Content · Social Media Optimization (SMO) · Instagram · Social Media