

Maiwand Taufiq

Head of Marketing
Digital Strategist

Contact

Phone

949.424.4585

Email

maiwand91t@gmail.com

Address

Los Angeles, CA 90036

Education

2013

Bachelor's Degree

School of Humanities
University of California, Irvine

Expertise

- Communication
- Social Media
- Artist Relations
- Relationship Nurtruing
- Adobe Cloud
- Video Production
- Audio Production
- Project Management

Language

- English
- Farsi
- Spanish
- French

With a strong work ethic and over eight years of professional experience, I am confident in my ability to make a meaningful contribution to your company. I have spent the past five years immersed in the media industry, building expertise in digital strategy, marketing, and business development while also drawing on my foundation of retail and sales experience. My passion for contributing to the culture of music drives my dedication to every project, and I take pride in fostering innovative partnerships, delivering impactful campaigns, and achieving measurable results. From managing high-profile collaborations with major partners like Warner Music, Rolling Loud, and TMZ to leading successful marketing initiatives that engaged global audiences, I bring a proven track record of success. Given the opportunity, I will work tirelessly to help the team exceed its goals and contribute to the continued growth and success of the organization.

Experience

2023 - Current

LITT Live | Hollywood, CA

Head of Digital Strategy

- Led the successful migration of Dash Radio's digital assets to LITT Live, streamlining operations and fostering collaboration with global teams.
- Strategically programmed Hip-Hop stations, leveraging audience data to boost engagement and align with business development objectives.
- Maintained close relationships with major partners, including Rolling Loud, TMZ, Insomniac, and Jardin, ensuring a seamless transition and ongoing collaboration.
- Set up studios nationwide for our regional partners, including both audio and visual equipment set ups.

2019 - 2023

Dash Radio | Hollywood, CA

Head of Marketing

- Managed and optimized social media campaigns across Instagram, YouTube, TikTok, Twitch, Discord, and Facebook, driving artist-focused marketing initiatives and global audience engagement.
- Cultivated strong relationships with major labels like Warner and Interscope, as well as media outlets such as TMZ and TheShadeRoom, generating recurring revenue and fostering successful cross-promotional partnerships.
- Leveraged analytics and optimization tools to track performance, refine strategies, and maximize ROI, ensuring campaigns aligned with business development goals and delivered measurable results.

2015 - 2019

KNK Wireless | Los Angeles, CA

Regional Manager

- Opened and operated six Cricket Wireless stores, developing tailored marketing plans to enhance brand visibility and attract new customers.
- Implemented sales strategies and optimized inventory management, generating over \$100K in monthly revenue through data-driven decision-making.
- Led and managed a team of 25+, activating 1,000+ new customers monthly while building lasting customer relationships and fostering a community-driven approach.

2009-2011

SkeeTV | Los Angeles, CA

Intern

- Supported major label video shoots, collaborating with artists and internal teams to align content strategies with artist goals and maximize fan engagement.
- Developed and executed influencer-driven digital campaigns on YouTube and Facebook, cultivating strategic relationships that boosted artist visibility and drove viral engagement.
- Created and managed customized campaigns for emerging and established artists, generating millions of impressions and driving global activations to enhance brand visibility.

References

Clinton Sparks

CEO, Get Familiar

Phone: 617.908.6300

Email: clinton@clintonsparks.com

Shahab Elmi

CEO, Cymbiotika

Phone: 770.910.4945

Email: sean@cymbiotika.com