



# Aiman Farooq



AimanFarooq.com



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## EXPERIENCE

### LeEco (Letv)

Nov 2015 to Present

San Jose, CA

#### Acting Head of Community

- > Driver of social, community and paid social strategy.
- > Manage internal CM team and external agency resources.
- > Lead regional alignment & collaboration for global social teams.
- > Grew SMU from 15k to 400k in 6 mo through paid & organic social.



### Adobe Systems

October 2013 to October 2015

San Francisco, CA

#### Social Channel Lead/Community Manager, Education

- > Built Education / Student & Adobe Stock content calendars.
- > Manager of Creative Cloud & Adobe Students Instagrams.
- > Drove >20% SMU growth across managed channels FY14.
- > Used Adobe Social, Sprout Social, Tweetdeck & Tableau.



### MSU Media Sandbox

August 2012 to July 2013

East Lansing, MI

#### Director, Social Media Marketing

- > Consulted on branding, marketing, recruiting and community.
- > Organically increased SMU from 300 to 1,100+ in 10 months.
- > Organically increased avg weekly Facebook reach by 3000%.
- > Used Hootsuite & native scheduling tools.



### ASUS North America

June 2011 to June 2013

East Lansing, MI

#### Student CampusLife Brand Manager

- > Became blog "Team Leader" in July 2012.
- > Defined editorial voice for the CampusLife blog.
- > 227,000 views on my ASUS YouTube content. (As of Oct. '14)
- > Used Wordpress & Google Sheets.



### 89X CIMX-FM

May 2011 to June 2013

Windsor, Ontario

#### Intern Producer / Social Media Consultant

- > Pioneered first 89X@Nite Twitter content strategy.
- > Consulted on the overall brand social media strategy.
- > Used Tweetdeck & native scheduling tools.



## VOLUNTEER WORK

### Google Hangouts & Voice

Rising Star



2014 to Present

### MSU College of ComArtSci

Alumni Board



2016 to Present

### IDEAA / Big Android BBQ

Paid Social Strategy & Sponsorships



2015 to 2016



## EDUCATION



### Michigan State University

Bachelor of Arts - Media & Information

Concentrations in Interactive & Broadcast Media

2010 to 2013