

MARY OHANYAN

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Social media lead with 7+ years of experience across influencer marketing, PR, and SEO for consumer and B2B brands. An Art Center College of Design background, bringing a data-driven approach to content strategy. Partnering with design and engineering teams to drive user insights into measurable growth in engagement, retention, and visibility.

EXPERIENCE

Unusual LA, Project Lead

October 2025 - Present

- Maintained brand voice and community engagement consistent within a 10-client portfolio by producing monthly analytic reports, and translating audience insight into 30-day content campaigns.
- Led end-to-end execution of PR strategy and messaging for Adobe Summit's conference, supporting a strong GTM launch that led to a 15% increase in search visibility.
- Reduced visual bugs and UI defects such as interactive states by ~60% with a 7-person engineering team by driving design strategy for client facing and platform products.
- Led day-to-day user engagement and translated feedback to the product team to inform the roadmap, which resulted in UX and navigation redesigns being implemented and an increase in retention.
- Developed brand design for Los Sunday including merchandise, social media presence, and brand guidelines used across their customer-facing and product touchpoints.
- Partnered with product and engineering teams to shape in-app content and placement strategy, improving engagement by 37% across client publications reaching 100k subscribers.

Zankou Chicken, Social Lead

January 2025 - September 2025

- Led a 14-week social calendar sprint to increase delivery on (IG, TikTok, Meta, etc.) resulting in engaging content and successfully increasing by 26%.
- Created and maintained on-brand campaigns on schedule by managing end-to-end content pipeline: calendars, creative briefs, rollouts, and cross-channel reporting.
- Led a full brand aesthetic refresh, rebuilding visual identity, tone of voice, and copywriting guidelines, resulting in increased audience engagement 30% in process.
- Increased organic search visibility by ~400% and 150% clicks through running SEO audits and executing a ranking strategy that moved the brand position up 10 Google positions to #2.
- Expanded brand reach and social proof by building out influencer gifting and partnership outreach.

Kara Content, Senior Media Planner

August 2023 - January 2025

Kara Content, Project Manager

March 2021 - August 2023

- Led end-to-end execution of OOH campaigns for a 5-client portfolio by analyzing market trends, audience insights, and competitive positioning resulting in full contract renewals.
- Secured high-visibility placements, resulting in 45k+ monthly impressions by managing day-to-day coordination with media vendors, from inventory execution through campaign delivery.
- Improved return on ad spend ~30% YoY by executing targeted Meta and Google ad strategies with a focus on audience segmentation.
- Sharpened conversion paths by running A/B tests on creative and copywriting assets.
- Launched and scaled agencies platforms resulting in a 71% engagement increase on IG engagement and Tiktok views by 108%.

EDUCATION

ArtCenter College of Design: Illustration and Graphic Design Program

California State University, Northridge (CSUN): B.S., Informational Sciences and Cognitive Science

SKILLS

Design & Strategy: 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

Research & Metrics: Social Media Metrics & Reporting | A/B Testing | Campaign & Launch Planning

Tools: Sprout Social | Figma | Sprinklr | Adobe Premiere | Adobe Creative Suite | Procreate | Notion | Angular (design-aware) | Claude Code