

ARMANA CHRISTIANSON

Brand & Marketing Strategist | Social Media, Content, Digital & Brand Partnerships

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SUMMARY

Brand and marketing strategist who builds names from the ground up. More than a decade of turning small businesses, personal brands, and a professional athletic career into recognizable, revenue-generating brands through social media, content, digital advertising, and brand partnerships. Founder of a profitable six-figure bakery brand grown almost entirely through organic social and SEO-driven content. Equal parts creative and commercial, with a sharp instinct for voice, visual direction, and the metrics that actually move a business.

CORE COMPETENCIES

Brand Strategy • Brand Identity • Marketing Strategy • Social Media Marketing • Content Strategy • Content Marketing • Copywriting • Digital Advertising • Paid Social • SEO • Brand Partnerships • Influencer & Creator Marketing • Campaign Management • Social Media Analytics • Client Relationship Management

Tools: Canva • Squarespace • WordPress • Instagram • Facebook • Pinterest • LinkedIn

PROFESSIONAL EXPERIENCE

Founder & Brand Marketing Lead Dec 2020 – Present

A. Cakes Bakery | Phoenix, AZ

- Founded and scaled a luxury wedding cake brand into a profitable six-figure business by year three, averaging 95 weddings and events booked per year while owning brand strategy, marketing, and client experience end to end.
- Built a complete brand identity, including visual direction, brand voice, and editorial aesthetic, that positioned the business as a premium, bespoke product in a competitive market.
- Built an engaged social audience (6,500+ on Instagram, 7,600+ on TikTok) as the primary client-acquisition channel, using an SEO-informed content strategy that drives consistent organic discovery and inbound inquiries.
- Hosted a recurring TikTok Live series with a loyal, returning audience and paying Patreon subscribers, generating enough reach that Disney joined as a live co-host to promote its new Stitch film.
- Wrote all brand copy across website, social, client communications, and promotional materials, holding a consistent luxury editorial tone across every touchpoint.
- Launched a line of digital products, including guides, Canva templates, and educational resources for wedding cake business owners, adding a new revenue stream beyond the bakery.
- Managed the full client journey from inquiry to delivery and built vendor and cross-promotional partnerships to drive referrals and brand visibility.

Social Media Manager Jun 2012 – Present

DC Centre | Remote

- Lead all social media and digital marketing for a full-service wedding and event venue, driving client acquisition through content, advertising, and SEO.
- Manage brand presence across Facebook, Instagram, Pinterest, and LinkedIn with a consistent, on-brand voice, supported by year-round content calendars.
- Produce SEO-optimized blog content targeting brides, families, and corporate clients; a single evergreen post generates thousands of additional organic visitors each year.
- Solely own advertising and marketing for the venue's bridal shows, drawing 60 to 90 vendors and 1,000+ attendees on a minimal ad budget; each show generates \$30K to \$45K in vendor-fee revenue plus \$20K to \$40K in additional sales converted from attendees.
- Plan, execute, and optimize quarterly and annual digital advertising campaigns to maximize reach and ROI, partnering with ownership and sales to align marketing with booking and revenue goals.

Social Media Strategist Jan 2014 – Jan 2020

Dezign Hounds

- Delivered social media strategy and digital marketing consulting for 10 to 15 small business clients, each in a different industry.
- Developed a repeatable brand strategy framework for clients, clarifying brand direction, voice, and ideal-client profile to ground content and campaigns in clear positioning.
- Built client social accounts from the ground up, including profile setup, brand voice development, and content architecture.
- Developed content plans and engagement strategies tied to each client's objectives.
- Built roughly 10 SEO-optimized client websites on Squarespace and WordPress to generate organic traffic.
- Advised clients on digital advertising, organic growth tactics, and platform algorithm changes.

Professional Golfer Jan 2016 – Mar 2020

Symetra Tour & Cactus Tour

- Competed professionally while self-managing every business aspect of an athletic career and building a recognizable personal brand at the national level.
- Secured and negotiated national sponsorships with Nike, Callaway, OnCore Golf, and Diamondback Land Surveying, plus one-off partnerships with brands including DraftKings, BODYARMOR, and 10th Tee Energy Bars, from identifying aligned partners to pitching value and managing relationships.
- Grew a personal-brand Instagram following to 30,000 through independently developed content strategy, visual identity, and audience engagement.
- Represented personal and sponsor brands publicly at tournaments, events, and across social platforms.

ADDITIONAL EXPERIENCE

- Independent Contractor, Backswing Golf Events (2016 – 2018): delivered premium corporate golf experiences for clients.
- Wedding Sales Representative, DC Centre (2010 – 2012): guided clients through contracts, menu and beverage selection, timelines, and décor.

EDUCATION

University of Nebraska at Omaha 2011

Bachelor of Arts in Communications, Specialization in Advertising • Minor in Marketing

MEDIA & RECOGNITION

- Winner, Arizona Bride Best of Wedding Cake, 2025 and 2026; named one of the Top 20 Cake Designers in the United States by WedVibes.
- Featured in the Los Angeles Times, Associated Press, CNN (online and live on-air), and Martha Stewart for wedding cake design and creative-business expertise.
- Podcast guest on Bridechilla (Ep. 488) and Now That I'm Engaged, discussing cake design, pricing strategy, and running a creative business.
- Brand ambassador and sponsored athlete for national brands including Nike, Callaway, and OnCore Golf.