

# SASSAN K. DARIAN

AI Automation & Marketing Operations | Marketing Automation • AI Orchestration • Full-Funnel Marketing

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## PROFESSIONAL SUMMARY

AI Automation and Marketing Operations specialist with 20+ years across digital marketing, paid media, and content. I build marketing automation and workflow automation systems that connect APIs of every kind through a central AI brain — MCP orchestration — for intelligent, data-driven decisions: a transferable full-funnel marketing AI system that drives growth and sales for any business. As Founder & Executive Director of a registered 501(c)(3) supporting children with cancer, I built an AI-orchestrated full-funnel growth system from scratch: 600K+ Facebook and 50K+ Instagram followers reaching millions of people per month. Separately, news properties I built from scratch peaked at 15M monthly reach.

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## CORE COMPETENCIES & TECH STACK

**AI Orchestration & Workflow Automation:** Claude (Claude Code, Fable, Opus), ChatGPT, Gemini; MCP orchestration as the central decision brain for full-funnel automation; prompt engineering

**Marketing Automation & Integration:** Custom Azure connectors; Meta Ads, Google Analytics & Google Ads bridges; REST APIs & custom webhooks (Stripe, WooCommerce); Google Cloud API integrations; custom email-deliverability solution; Zapier, Twilio

**CRM, Email & E-commerce:** HubSpot, Salesforce, Mailchimp, Levitate; WooCommerce + Stripe

**Full-Funnel Paid Media & Analytics:** Google Ads, Meta (Facebook/Instagram) Ads, Google Analytics (GA4), SEO/SEM, attribution, audience targeting & retargeting

**Marketing Operations & Leadership:** Campaign & budget ownership, 501(c)(3) executive leadership, fundraising; full Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Audition)

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## PROFESSIONAL EXPERIENCE

### Founder & Executive Director — Cyrusmeowgreat (501(c)(3) Nonprofit)

*Newport Beach, CA | Jan 2025 – Present*

- Founded and lead a registered 501(c)(3) supporting children with cancer — owning strategy, brand, fundraising, content, and end-to-end marketing operations.
- Built an AI-orchestrated, full-funnel growth system from scratch; grew audiences to 600K+ Facebook and 50K+ Instagram followers reaching millions of people per month through organic content and Meta Ads.
- Architected the marketing automation stack — content, social, email, and donation pages orchestrated with Claude Code, custom MCP connectors, REST APIs, webhooks, and Zapier to automate audience data, analytics, and outreach workflows.
- Produce and edit original video (Premiere Pro / After Effects) that drives awareness, engagement, and donor conversion.

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## CONCURRENT CONSULTING & SIDE ENGAGEMENTS

### Web & Bookings Consultant — Kona Beach Estate

*Remote | Dec 2025 – Present*

- Own the property website and booking conversion funnel; site redesign and analytics-guided conversion optimization drove multiple new direct bookings.

### Marketing Advisor (Fractional) — Guardian Capital

*Irvine, CA | May 2016 – Present*

- Provide ongoing fractional marketing strategy and automation support to a family-owned mortgage lender.
- Guide marketing operations across all digital channels — social, email, SEO/SEM, and content — plus the marketing budget; campaigns increase brand awareness and drive lead generation.
- Run marketing automation workflows with Zapier, integrating email, CRM, and campaign data across platforms.

### Video Content Creator & Social Media Manager — Artemiz Productions Inc.

*Newport Beach, CA | Jan 2020 – Dec 2024*

- Built online news properties from scratch and grew them to millions of distinct individuals — peaking at 15M reach in a single month; managed dozens of monetized Facebook pages and ran full-funnel Meta and Google Ads campaigns with end-to-end video production across Facebook, Instagram, and X.

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## EARLIER EXPERIENCE

### Senior Loan Officer — Guardian Capital

*Irvine, CA | 2003 – 2010*

- Originated a high volume of mortgage loans; built a referral network of agents and builders and consistently exceeded sales goals.

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## EDUCATION & LANGUAGES

**Bachelor of Arts, Psychology** — The City University of New York, New York, NY (2015) | English (Fluent) • Persian (Verbally Fluent)

# SASSAN K. DARIAN — Selected Impact & How I Work

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## AI ORCHESTRATION & WORKFLOW AUTOMATION: THE FULL-FUNNEL SYSTEM

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I connect APIs of every kind through a central AI brain — MCP orchestration — for intelligent, data-driven decisions: a transferable full-funnel marketing AI system that drives growth and sales for any business. Most marketing teams check Google Ads in one tab, GA4 in another, and Meta Ads Manager in a third — then make budget calls from memory. My workflow automation system removes that gap. Claude Code acts as the orchestration layer, and custom connectors I developed link it directly to each platform:

- **Acquisition (Google Ads):** campaign, spend, and keyword performance pulled programmatically through a custom bridge — no dashboard exports.
- **Behavior (GA4):** traffic sources, user behavior, and conversion data connected to the same workflow, so ad spend is judged by what visitors actually do.
- **Audience (Meta Ads):** campaign management and event feedback close the loop — GA4 insights inform Meta targeting and retargeting, and results flow back for the next decision.

The result is an agentic loop: data analyzed in one place, in real time, with budget, creative, and audience decisions following the numbers instead of gut feel. And the connectors don't stop at ad platforms — where an off-the-shelf integration doesn't exist, I build it: custom Azure connectors, REST APIs and webhooks for Stripe and WooCommerce, Google Cloud API integrations, Twilio and Zapier pipelines, and a custom email-deliverability solution, tying CRM and email platforms (HubSpot, Salesforce, Mailchimp, Levitate), e-commerce, analytics, and ad platforms into one system.

## SELECTED IMPACT — CYRUSMEOWGREAT (501(c)(3))

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Cyrusmeowgreat, the nonprofit I founded and run supporting children with cancer, is the live proving ground for this system — built from scratch and operated end to end by me, from brand and fundraising to every piece of the funnel.

- **600K+ Facebook followers** and **50K+ Instagram followers**, grown through organic content and Meta Ads.
- Social reach of **millions of people per month**. Separately, news properties I built from scratch at Artemiz Productions peaked at **15M reach in a single month**.
- Full funnel — content, social, email, donation pages — runs through the marketing automation workflows described above.
- Original video content (full Adobe Creative Suite) produced and edited in-house drives awareness and donor conversion.

## ADDITIONAL RECOGNITION

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- Written note of appreciation from retired Four-Star General Barry McCaffrey (USA, Ret.) for video production support of his national TV interviews.
- Early career: video editor at Synergy Sports Technology (remote) during the Indiana Pacers internship era — segmented and tagged college and NBA game footage; video editing support for the Los Angeles Sparks.

## HOW I WORK

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- **Data decides.** Budgets, creative, and targeting shift based on what the full-funnel numbers say — the system exists so decisions are never made blind.
- **Build over buy.** If a connector or automation doesn't exist — Azure, Stripe, WooCommerce, Twilio, email deliverability — I write it rather than settle for a manual workaround.
- **Owner mentality.** Running a nonprofit as founder and executive director means owning strategy through execution: brand, budget, compliance, content, and results.
- **Remote-ready operations.** Current consulting (Kona Beach Estate) and early remote work (Synergy Sports Technology) delivered fully remote; equally at home on-site or virtual.
- **Content is part of the funnel.** 20+ years of video and content production means the creative feeding the system is produced, tested, and iterated in-house.