

SASSAN K. DARIAN

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

Tustin, CA (open to remote or on-site — LA / Orange County) | (949) 812-0067 | sassan.darian@gmail.com | linkedin.com/in/sassan-darian | sassankdarian.com

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.

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)

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.

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.

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.

EDUCATION & LANGUAGES

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