

Fariba Arabghani

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SUMMARY

Fariba Arabghani, known professionally as Lilithfoxx, is a dynamic marketing director and DEI consultant with over a decade of experience in digital marketing, SEO, and brand strategy. She has successfully led marketing initiatives for Fortune 500 companies and has a proven track record of creating inclusive, value-driven content that resonates with diverse audiences. As a Board-certified sexologist and a graduate of the Kinsey Institute's Human Sexuality Intensive, Fariba combines her expertise in marketing with a deep understanding of intersectionality, advocating for marginalized communities through her consulting work and educational workshops. Her commitment to inclusivity and continuous learning drives her mission to foster empathetic and accessible environments both online and offline.

SKILLS

Marketing Leadership & Strategy, Email & Account Based Marketing, B2B, B2C, SEO, Branding, Events, Market Research & Analytics

MARKETING CERTIFICATES

Google Analytics, Google Ads, HubSpot Content Marketing, HubSpot Email Marketing, HubSpot SEO, HubSpot Inbound Marketing

WORK EXPERIENCE

Sexologist & Marketing Consultant

Jan 2012 – PRESENT

Lilithfoxx LLC

- Led 50+ global workshops and webinars on BDSM, consent, and inclusive relationships.
- Developed inclusive marketing campaigns, enhancing audience engagement and brand loyalty.

Digital Analytics Consultant

Jun 2023 – Nov 2023

InfoTrust LLC

- Optimized digital marketing campaigns, increasing ROI by 15% and conversion rates by 20%.
- Created customized dashboards for real-time client insights.

B2B Director of Content Marketing

Mar 2022 – Oct 2022

PennFoster-Carrus

- Led tradeshow marketing efforts, resulting in \$50 million in deals, under budget by 20%.
- Developed content marketing strategy, increasing organic traffic by 40% and lead generation by 30%.

Marketing Consultant

Mar 2020 – Mar 2022

LFK Consulting

- Created tailored marketing strategies, improving brand recognition and customer engagement.
- Managed content writing, web design, SEO, and social media account management, increasing online visibility by 25%.

Web Developer & Digital Marketing Strategist

May 2021 – Oct 2021

The Gorilla Agency

- Implemented marketing analytics and automation tools, improving marketing efficiency.
- Designed responsive WordPress websites, increasing engagement and conversions.

Account Coordinator **Oct 2020 – May 2021**
You Squared Media

- Coordinated marketing campaigns, aligning with client goals.
- Managed social media accounts, increasing followers and engagement by 85%.

Marketing Manager **May 2018 – Mar 2020**
Sidecar Admissions

- Created and implemented marketing strategies, increasing customer acquisition by 40%.
- Produced engaging content, boosting website traffic and lead generation by 30%.

Marketing Manager **Jan 2017 – Apr 2018**
Reddy & Neumann, P.C.

- Launched weekly Facebook Live video updates, doubling client base in 6 months.
- Managed multi-channel marketing efforts, significantly increasing online presence and client engagement.

Operations & Marketing Manager **Mar 2016 – Jan 2017**
Shiraz Cafe

- Developed comprehensive business plan, ensuring a solid foundation for the business.
- Implemented marketing strategies, boosting visibility and increasing revenue by 30%.

Account Manager & Digital Marketing Consultant **Jan 2015 – Feb 2016**
Endurance International Group

- Managed a diverse portfolio of small business clients, providing personalized service.
- Recommended and custom-tailored product packages, achieving top sales performance.

EDUCATION

Certified Sexuality Educator
American Assoc. of Sexuality Educators, Counselors, & Therapists (AASECT)

Human Sexuality Intensive
The Kinsey Institute, Indiana Univ.

Bachelor of Arts, English
Univ. of Houston, Downtown
Cum Laude, Sigma Tau Delta

Assoc. of Arts, General
Lone Star College

Psychological First Aid
Johns Hopkins

LANGUAGES

English - native/fluent, Persian (Farsi) - native/fluent, Spanish - intermediate