

RAYANE BAITICHE

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F-1 OPT (EAD in hand) · Available July 2026 · No sponsorship required

PROFESSIONAL SUMMARY

Summa Cum Laude MBA graduate and digital marketer with hands-on experience in web design, SEO, Google Ads, and social media. Run a freelance practice (RiseFrame Digital) delivering 50+ client websites with SEO and paid advertising. Separately built a 225K+ follower personal brand across TikTok, Instagram, and Snapchat, with 15+ paid brand partnerships. Combine technical marketing skills with proven content creation.

EDUCATION

Master of Business Administration (MBA), Summa Cum Laude

Daemen University · GPA: 3.96/4.0

May 2026

Amherst, NY

Bachelor of Science, Business Administration, Summa Cum Laude

Daemen University · GPA: 3.91/4.0 · Specialization: International Business

May 2025

Amherst, NY

PROFESSIONAL EXPERIENCE

Freelance Web Designer & Digital Marketer

Self-employed — RiseFrame Digital

2023 – Present

Remote (US & France)

- Founded and run a freelance web design and digital marketing practice (RiseFrame Digital), delivering 50+ custom websites for clients across the US and France, including restaurants, local service businesses, and e-commerce brands.
- Manage the full client lifecycle independently: prospecting, quoting, design, development, and ongoing maintenance, handling multiple projects in parallel.
- Drive client traffic and lead generation through SEO, local SEO (Google Business Profile), and Google Ads campaigns, optimizing for conversions and organic visibility.
- Design responsive, high-performance websites with a focus on UX/UI, page speed, and search-friendly structure.

Content Creator & Social Media Manager

Self-employed — @nassim.usa, @nassimxbianca

Feb 2024 – Present

Remote

- Built and manage two content brands in parallel: @nassim.usa (TikTok solo, 139K followers) and @nassimxbianca (Instagram and Snapchat, 86K combined), totaling 225K+ followers.
- Produce viral short-form content (Reels, TikToks) averaging 100K–150K views per video, with 15+ TikToks over 1M views and a top performer at 5.3M views.
- Delivered 15+ paid brand partnerships (including Temu, Love8, and Wanderlog), managing the full influencer marketing lifecycle from outreach to performance reporting.

Marketing Coordinator

Green & Healthy Cleaning · Part-time

Jan 2024 – Apr 2026

Oakland, CA

- Designed the full brand identity (logo, flyers, business cards, team uniforms) and built the company website, driving local visibility and customer acquisition.
- Generated new business through targeted outreach to residential clients and Airbnb hosts, managing the full sales cycle from quote to follow-up.

SKILLS

Digital Marketing: SEO · Local SEO (Google Business Profile) · Google Ads · Lead generation · Content marketing · KPI reporting · Campaign management

Social Media: TikTok, Instagram Reels, Snapchat, Facebook, YouTube Shorts · Content strategy · Influencer marketing · Audience growth · Brand partnerships

Web & Design: Responsive web design · UX/UI · Webflow, Framer, WordPress, Shopify · HTML/CSS · Figma

Production & Editing: Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Lightroom · CapCut · DaVinci Resolve · Canva

Languages: French (native), English (fluent)

CERTIFICATIONS

HubSpot Social Media Marketing · Meta Certified Digital Marketing Associate · Google Analytics (GA4)