

SUMMARY

As an experienced digital marketing and SEO specialist with a track record of success working with leading SME teams in Iran for over 5 years, I possess the analytical and data-driven skills necessary to develop, implement, and continually optimize effective SEO strategies. With my strong knowledge and passion for digital marketing, I am driven to improve online presence and understand user behavior to achieve KPIs and define success metrics. My experience extends to both paid and organic marketing techniques, and I have a history of managing successful digital campaigns that have helped companies attain their business objectives. I am excited to bring my expertise to your Company and make an invaluable contribution across multiple digital platforms, raising the company's search engine rank performance, traffic, engagement, and conversions.

SKILLS

Soft

- Digital Marketing: Keyword research, Content creation, Data analysis, E-commerce SEO, Local SEO, Familiarity with PPC advertising, Familiarity with CRO, social media management/scheduling software, Google Analytics interpretation and analysing website statistics to recommend improvements.
- SEO: On-page optimization, Technical SEO, Link building.
- Familiarity with Digital Marketing and Social media marketing, PPC advertising, CRO

Hard

- Creative problem solver, able to develop innovative ideas for content, link building, and other optimization tactics.
- Adaptable to changing algorithms, technologies, and best practices, able to pivot strategy as needed to achieve objectives.
- Exceptional time management skills, able to prioritize workload, manage time effectively, and meet deadlines.
- Meticulous attention to detail, able to catch even minor errors that can impact rankings and traffic.
- Strong analytical skills, able to analyze and interpret data using tools like Google Analytics, SEMrush, Ahrefs, and Moz to inform optimization strategy.

EXPERIENCE

Reviseur · Permanent Part-time

Canada, Quebec

Webmaster- Digital Marketing - SEO

2022.10-Present

- Creating primary site documentation such as sitemaps, wireframes, user scenarios, and customer journeys..
- Collaborating with clients to identify and document website requirements.
- Utilized WordPress to create and update website content and design.
- Managed website content, social media platforms, and online marketing campaigns.
- Managing local SEO strategies, including Google My Business listings and local directory submissions and monitoring of key objective metrics/KPIs
- Developing strategies and criteria for growing brand presence online using tools such as Google Analytics and Google Ads.
- Staying up-to-date with the latest SEO trends and algorithm updates, and making recommendations to clients or employers on how to adapt their strategies accordingly.

Mahaksoft

Iran, Mashhad

Digital Marketing and SEO Specialist

2015-.01-2021.12

- Implemented improvements for processes, content, and lead generation.
- Developed strategic plans for digital marketing campaigns.
- Launched SEO campaign targeting high volume and long-tail keywords, resulting in over 90K monthly visitors.
- Successfully maintained stable SEO rankings for important keywords on the first page of Google, specifically within ranks 1-3, for over four years, with a consistent presence for over 300 relevant search terms.
- Managed and executed all digital marketing channels, including SEM/SEO, email, social media, and full management and execution of all client Facebook and Instagram accounts.
- Monitored and reported on the performance of all digital marketing campaigns and evaluated their ROI and KPI goals.
- Worked closely with internal teams to develop and execute more than 20 successful advertising and full management and execution of all client Google Ads accounts.
- Analyze data from Google Analytics and other tools to track website performance and identify opportunities for improvement.
- Kept abreast of the latest SEO guidelines and trends.
- Developing and executing e-commerce SEO strategies, including optimizing product listings and implementing structured data.
- Staying up-to-date with the latest SEO trends and algorithm updates, and making recommendations to clients or employers on how to adapt their strategies accordingly.
- Act as a WordPress web developer, including converting graphic layouts and wireframes into working WordPress websites, installing and configuring commercial WordPress plug-ins and themes, acting on client requests for their websites through our support desk including email and phone communication with clients, and related work.
- Monitored website analytics and social media insights to assess performance and make data-driven improvements.
- Use our project management tool to record tasks and track time spent on projects.

EDUCATION

Cégep de Sainte-Foy (Canda,Quebec)

Full-time francization

2022-2023

University of Applied Science and Technology (Iran,Mashhad)

Bachelor of Computer Software Technology Engineering

2008-2010

SOFTWARE

- Graphics and Design: Adobe Photoshop, Illustrator
- Office Productivity: Microsoft Office (Word, Excel, PowerPoint)
- Project Management: Asana, JIRA, TFS
- Customer Relationship Management (CRM): Microsoft CRM, Zendesk, Hubspot
- Content management systems (CMS): WordPress, Drupal, or Joomla.
- SEO: Google Analytics, SEMrush, Ahrefs, Google Search Console, Moz Pro, Screaming Frog, KWFinder, Ubersuggest

LANGUAGE

- English, French, — Persian (Native)

CERTIFICATES

- The Fundamentals of Digital Marketing — [Google Digital Garage](#) — Credential ID: GH4JUSLWB
- Introduction to Data Studio — [Google Digital Academy \(Skillshop\)](#)
- Advanced Google Analytics — [Google Digital Academy \(Skillshop\)](#)
- Content Marketing Certificate — [HubSpot Academy](#)
- SEO — [HubSpot Academy](#) — [HubSpot Academy](#)