



Arash Nazari

Ref: C1002-059

Years of experience: 2

Digital Marketing Specialist

Banimode

Age:

27 years old

Marital status:

Single

Military Service:

Exempt

Current Location:

Iran, Tehran

Nationality:

Iran

Preferred Locations:

Outside of Iran

Salary expectation:

100000000 IRR , Per month

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www.irantalent.com

WORK EXPERIENCE

PRESENT

Digital Marketing Specialist . 6 mos

Banimode . Iran. Tehran . Tehran

JAN 2021

Banimode is a company in the field of fashion and clothing online stores.

I am working in Banimode since the winter of 1399. My main job at Banimode Company is planning and implementing digital advertising campaigns and optimizing these campaigns.

During my activity, I was in constant contact with different marketing departments at the same time. These sections included the SEO team, the content team, and the design team.

Gathering the required data at the same time was one of the most important things I did. The required reports of the marketing team were collected daily, weekly, monthly, and quarterly based on the required KPI.

Also, after analyzing the reports, the campaign budget has been allocated according to the data.

In Banimode, we worked with different advertising networks and got information about all of them.

During my activity in this company, I was also active in application marketing and provided the required data according to the tracker used.

Creating ads on Firebase and extracting the required data was one of my other jobs at the company.

In the end, working in Banimode, in addition to the many challenges it had, gave me a better insight into creating digital campaigns.

JAN 2021

Digital Marketing Specialist . 6 mos

Bonakchi . Iran. Tehran . Tehran

JUL 2020

Bonakchi is an online store in the field of food wholesale that operates online in Iran.

At Bankchi, we used to attract customers through many channels. Including click-through ads and Google Ads campaigns. we also had a written plan to create a social media strategy.

At Bankchi, we worked with various ad networks, and optimizing these ads was one of our main activities.

We also used the segmentation automation marketing service to increase the retention rate of our users. Customer segmentation to reach target users was one of our activities. This segmentation was done based on the RFM model and personal messages were sent to this group of users via SMS and email.

We also used push notifications to bring users back to the site.

The data was collected through Google Analytics and finally, all the campaigns were analyzed to get the best possible result.

The SEO strategy was also promoted through collaboration with the SEO team.

Google Analytics and Hotjar tools were used to analyze customer behavior in the best possible way and to provide the best user experience with it.

AUG 2020

Digital Marketing Specialist . 5 mos

Segmentino . Iran. Tehran . Tehran

MAR 2020

Segmentino is a marketing automation platform that helps businesses know their users more deeply and have more active collaboration with them. I was hired as a digital marketing specialist at this company. Because segmentino is a marketing tool, I had a good experience working with this company. In this company, we ran various campaigns such as Google Ads campaigns, Influencer marketing campaigns, Social media campaigns, Video marketing, etc.

In this company, we were able to sign cooperation agreements with various businesses, the most important of which was the Shutterstock Company. Iranian companies such as Zoomit, Balad, khanesarmaye, etc. were among our famous partner companies.

MAR 2020 ○
Digital Marketing Intern . 8 mos
Hubswot digital marketing agency . Iran. Tehran . tehran
 JUL 2019 ●

I was hired by a digital marketing agency in 2019 to work as a digital marketing intern.

During this time I was involved in activities such as content production and SEO and running digital campaigns.

JUN 2019 ○
Content writer . 5 mos
exp-co . Iran. Tehran . Tehran
 JAN 2019 ●

In this company, we created a content and SEO strategy.

During this time, we were able to reach the rank of Google, and after a long time, this site still has the initial rankings.

🎓 EDUCATION

Bu-Ali Sina University . Iran, Hamadan
 Bachelor(BSc/BA) 2013 - 2018
 Material Science and Engineering

🛠️ TECHNOLOGY SKILLS

Google firebaase	Intermediate
Google Ads	Advanced
Google Analytics	Advanced
Google Tag Manager	Advanced
Marketing Automatin	Advanced
Email marketing	Advanced
Google search console	Intermediate
SEO	Intermediate
HTML/CSS	Intermediate
WordPress	Intermediate
Microsoft Office Software	Advanced
Adobe Illustrator	Advanced
Adobe Photoshop	Advanced
Social Media Strategy	Advanced

🗣️ LANGUAGE SKILLS

English I can understand and speak, but sometimes a bit slow

 CERTIFICATE

Digital marketing management course . 2020
Dehban Digital Marketing Academy . IRAN
