



Saeideh Mohammadi

Digital Marketing Manager

PROFILE

As an experienced and versatile Digital Marketing Manager, I excel in website design, SEO, campaign management, content creation, social media management, and graphic design. I create user-friendly and professional websites using WordPress, HTML5, CSS3, and JavaScript, offering exceptional user experiences. My advanced SEO techniques have significantly increased organic traffic and achieved top search engine rankings. I plan and execute effective advertising campaigns on Google Ads and other platforms, focusing on maximizing conversion rates and ROI.

I produce engaging content for websites and social media, enhancing brand visibility through text, images, and videos. I strategize and implement social media campaigns to boost engagement, grow followers, and elevate brand presence. Additionally, I design visually appealing graphics using Photoshop and Illustrator to reinforce brand identity.

Leveraging these skills, I have consistently improved web traffic, user engagement, conversion rates, and brand growth. My innovative and creative approaches, combined with data analysis and continuous improvement, provide effective digital marketing solutions. I believe in the fusion of art and science in digital marketing to drive business success, aiming to create impactful digital experiences that attract and build audience loyalty.

CAREER

Jun 2023 – present

Digital Marketing Manager

Agileful (Germany,
Remote)

I am currently working full-time and remotely as a Digital Marketing Manager for Agileful, a company based in Berlin, Germany. My role involves designing and redesigning web pages using Webflow to create visually appealing and functional websites. I plan and implement advertising campaigns to drive engagement and conversions, utilizing various platforms to effectively reach our target audience.

A key part of my responsibilities includes implementing SEO strategies to improve search engine rankings and increase organic traffic. I develop high-quality content for websites and articles, ensuring relevance and engagement for our audience. Additionally, I create compelling social media content and banners, design logos, catalogs, and other marketing materials to strengthen our brand identity.

I manage social media accounts, maintaining a strong online presence and engaging with our audience. My role also includes creating and managing email marketing campaigns to nurture leads and drive conversions. As an Account Manager, I follow up with customers to ensure their satisfaction and address any concerns, maintaining strong client relationships.

At Agileful, I integrate creativity with strategic thinking to achieve outstanding results. My ability to analyze data, understand market trends, and adapt to changing circumstances allows me to continuously improve our marketing efforts. I am passionate about leveraging digital marketing to drive business growth and create meaningful connections with our audience, contributing to the ongoing success of Agileful.

CONTACT

Tehran, Iran

Phone:
+989126442107

Email:
Mohammadi.Saeide@gmail.com

Date of Birth:
16 Dec 1989

LinkedIn:
[linkedin.com/in/saeideh-Mohammadi-186292b9/](https://www.linkedin.com/in/saeideh-Mohammadi-186292b9/)

Aug 2018 – April 2024

Digital Marketing Manager

Douran Group Company

I worked full-time and on-site as a Digital Marketing Manager at Douran Group. My responsibilities included designing and redesigning the website for the Doran Group and all their product websites using front-end coding. I handled all SEO activities for the websites, created content and articles, and designed logos for each product. Additionally, I designed catalogs for each product, produced content and graphic banners for social media, and managed the social media accounts.

I was also responsible for creating infographic banners for exhibitions like Elecomp, and ..., designing invitation cards, and planning and executing advertising campaigns, including Google Ads. My role encompassed all tasks related to Google Analytics, Search Console, and technical SEO. Furthermore, I produced and translated high-quality articles from English to Persian. Through my innovative and strategic approach, I consistently improved the online presence and performance of Agile Full's digital marketing efforts.

EDUCATIONS

PhD Student	Information Technology Management	Aug 2023 – Aug 2028
	Islamic Azad University, Science And Research Branch	
Master’s Degree	IT Engineering E-Commerce	Feb 2015 – Feb 2017
	Islamic Azad University of Central Tehran Branch	
Bachelor’s Degree	Computer Software Technology	Feb 2012 – Feb 2014
	University of Applied Science and Technology - Qazvin	
Associates Degree	Information Technology	Feb 2010 – Feb 2012
	University of Applied Science and Technology - Qazvin	

CERTIFICATES

Google Academy Certificates: Advanced Google Analytics, Authorized Buyers API Basics, Creative Certification Exam, Digital Citizenship and Safety Course, Display & Video 360 Certification Exam, Distance Learning For Educators, Fundamental Digital Marketing, Geography Assessments, Getting Started With Google Analytics 360, Google Ads Measurement, Google Ads Apps, Google Ads Creative, Google Ads Display, Google Ads Search, Google Ads Video, Google Analytics for Beginners, Google Analytics for Power Users, Google Analytics Individual Qualification, Google My Business, Google Tag Manager Fundamentals, Introduction to Data Studio, Manage campaigns in Search Ads 360, Mobile Experience, Optimize performance in Search Ads 360, Optimize your Display & Video 360 campaign, Search Ads 360, Search Ads 360 Mobile Basics, SEO, Shopping ads, Studio Basics, TrueView in Display & Video 360 Basics, Waze Ads Fundamentals, YouTube Music Assessment, YouTube Music

LANGUAGES

- English (Medium Knowledge)
- Azerbaijani (Mother Tongue)
- Persian/Farsi (Mother Tongue)
- Turkish (Medium Knowledge)

VOLUNTARY WORK

- Member of Iranian ICT Guild (IIG) organization
- Member of Commission of Professional Experts of the Computer Guild System Organization
- Translator: Electronics and Computer Science Journals
- Instructor: Fadak Non-Profit High School

Hubspo Academy Certificates: Content Marketing Certification, Digital Advertising, Digital marketing, Email Marketing, Growth Driven Design, Social Media, Performance Marketing, SEO Total
Adobe: Photoshop, CorelDRAW
Programming Languages: HTML5, Css 3, C#.net

SKILLS & ABILITIES

Website Design & Development: Proficient in creating user-friendly and professional websites using WordPress, HTML5, CSS3, and JavaScript, webflow, wordpress.

Search Engine Optimization (SEO): Advanced techniques to significantly increase organic traffic and achieve top search engine rankings.

Campaign Management: Planning and executing effective advertising campaigns on Google Ads and other platforms, with a focus on maximizing conversion rates and ROI.

Content Creation: Producing engaging content for websites and social media, enhancing brand visibility through text, images, and videos.

Social Media Management: Strategizing and implementing social media campaigns to boost engagement, grow followers, and elevate brand presence.

Graphic Design: Designing visually appealing graphics using Photoshop and Illustrator to reinforce brand identity.

Digital Marketing Strategies: Innovative and creative approaches combined with data analysis and continuous improvement to provide effective digital marketing solutions.

Data Analysis & Continuous Improvement: Leveraging data analysis to continuously improve web traffic, user engagement, conversion rates, and brand growth.

User Experience (UX) Design: Creating impactful digital experiences that attract and build audience loyalty through the fusion of art and science in digital marketing.

Brand Growth & Engagement: Consistently improving brand growth and engagement through comprehensive digital marketing strategies.