



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

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+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.

Advanced Google Analytics

Certificate of Completion

Saeide Mohammadi

Awarded for successfully completing
the course "Advanced Google
Analytics"



Certificate expires January 15, 2025

Congratulations!



Authorized Buyers API Basics

Completed by Saeide Mohammadi on May 23, 2022

You know the basics of getting started with the Authorized Buyers API

Completion ID: 114449889



Digital Advertising Certified

Saeide Mohammadi

The bearer of this certificate is hereby deemed to be knowledgeable and skilled in digital advertising. They have been tested on the content and best practices and have an understanding of digital advertising."

Valid from: May 30 2022 - Jun 29 2023

Certification code: fc91c89bf36f4756975a8f86ef7a5ed6

HubSpot Academy

Yamini
CEO Yamini Rangan



Content Marketing Certified

Saeide Mohammadi

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: May 23 2022 - Jun 21 2024

Certification code: 57045cde4f114e5bbc6114b1196886a0

HubSpot Academy

Yamini
CEO Yamini Rangan

Congratulations!



Digital Citizenship and Safety Course

Completed by Saeide Mohammadi on May 18, 2022

Completion ID: 113884934





Digital Marketing Certified

Saeide Mohammadi

The bearer of this certificate is hereby deemed knowledgeable and skilled in applying digital marketing practices with an inbound mindset. They have been tested on the content and best practices and have an understanding of creating search engine-friendly content, optimizing a website, creating a social media strategy, using video to engage their audience, amplifying their messaging with advertising, and measuring the results of their efforts.

Valid from: May 28 2022 - Jun 27 2023

Certification code: d616f18488c9454f92bc5a100601c49c

HubSpot Academy

Yamini Rangan
CEO Yamini Rangan

Congratulations!



Display & Video 360 Certification Exam

Completed by Saeide Mohammadi on May 21, 2022

Congratulations, you are now certified in Display & Video 360.

Score: 100 Completion ID: 114343669 Expires: May 21, 2023



Congratulations!



Distance Learning For Educators

Completed by Saeide Mohammadi on May 18, 2022

Completion ID: 114077151



Email Marketing Certified

Saeide Mohammadi

The bearer of this certificate is hereby deemed knowledgeable of building an email marketing strategy to build trust. They have been tested on best practices that focus on segmentation, high-performing email sends, outlining email design, and email deliverability, and can establish metrics to test, optimize, and improving their email marketing strategy.

Valid from: May 29 2022 - Jun 27 2024

Certification code: 5aae14347c924a2bbe32b2d14549ca98

HubSpot Academy

Yamini
CEO Yamini Rangan

Google Analytics Academy

Getting Started With Google Analytics 360

Certificate of Completion

Saeide Mohammadi

Awarded for successfully completing
the course "Getting Started With
Google Analytics 360"



Certificate expires January 15, 2025

Saeideh Mohammadi

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on 15/05/2022

Matt Britz

President – Google EMEA



Townsend Pamela Feehan

CEO – IAB Europe

Certificate ID: 4TH RYV L9X

Verify the authenticity of this certificate at: <https://learndigital.withgoogle.com/link/1qsdpcdm9s>

Introduction to Data Studio

Certificate of Completion

Saeide Mohammadi

Awarded for successfully completing
the course "Introduction to Data Studio"



Certificate expires January 15, 2025

Congratulations!



Geography Assessments - bibi:allison:nick:tammy

Completed by Saeide Mohammadi on May 23, 2022

You passed the Geography Assessment. Congratulations.

Score: 100 Completion ID: 114451045 Expires: October 23, 2052

Congratulations!



Google Ads - Measurement Certification

Completed by Saeide Mohammadi on May 17, 2022

Google recognizes your mastery of the fundamentals of measuring and optimizing your Google Ads performance.

Completion ID: 113967009 Expires: May 17, 2023



Congratulations!



Google Ads Apps Certification

Completed by Saeide Mohammadi on May 18, 2022

Google recognizes your mastery of the fundamentals of creating and optimizing Google App campaigns.

Completion ID: 114050178 Expires: May 18, 2023

Congratulations!



Google Ads Creative Certification

Completed by Saeide Mohammadi on May 18, 2022

Google recognizes your mastery of making effective ad creative for Video, Display, App, and Search campaigns.

Completion ID: 114066714 Expires: May 18, 2023



Congratulations!



Google Ads Display Certification

Completed by Saeide Mohammadi on May 17, 2022

Google recognizes your mastery of the fundamentals of developing and optimizing effective Google Display campaigns.

Completion ID: 113958949 Expires: May 17, 2023



Congratulations!



Google Ads Search Certification

Completed by Saeide Mohammadi on May 17, 2022

Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.

Completion ID: 113950362 Expires: May 17, 2023



Congratulations!



Google Ads Video Certification

Completed by Saeide Mohammadi on May 17, 2022

Google recognizes your mastery of the fundamentals of reaching audiences using YouTube and Google Video ad solutions.

Completion ID: 113974311 Expires: May 17, 2023



Google Analytics for Beginners

Certificate of Completion

Saeide Mohammadi

Awarded for successfully completing
the course "Google Analytics for
Beginners"



Certificate expires January 15, 2025

Google Analytics for Power Users

Certificate of Completion

Saeide Mohammadi

Awarded for successfully completing
the course "Google Analytics for
Power Users"



Certificate expires January 15, 2025

Congratulations!



Google Analytics Individual Qualification

Completed by Saeide Mohammadi on May 21, 2022

You understand advanced Google Analytics concepts.

Completion ID: 28574826 Expires: May 21, 2023



Congratulations!



Google My Business

Completed by Saeide Mohammadi on May 22, 2022

You know how to use Google My Business to create listings that stand out when customers search online.

Completion ID: 114394119



Google Tag Manager Fundamentals

Certificate of Completion

Saeide Mohammadi

Awarded for successfully completing
the course "Google Tag Manager
Fundamentals"



Certificate expires January 15, 2025



Growth-Driven Design Certified

Saeide Mohammadi

The bearer of this certificate is hereby deemed fully capable and skilled in using the Growth-Driven Design framework. They have been tested on best practices and are capable of applying them to build and optimize a peak-performing website."

Valid from: May 31 2022 - Jun 29 2024

Certification code: c5318609559f403ea6cbbc5866397efe

HubSpot Academy

Yamini
CEO Yamini Rangan

Congratulations!



Manage campaigns in Search Ads 360

Completed by Saeide Mohammadi on May 22, 2022

You know the ins and outs of Search Ads 360, and how to make campaign management a breeze.

Completion ID: 114393035



Congratulations!



Mobile Experience Certification Exam

Completed by Saeide Mohammadi on May 22, 2022

Google recognizes your mastery of driving growth with mobile experiences.

Completion ID: 114379529 Expires: May 22, 2023



Congratulations!



Optimize performance in Search Ads 360

Completed by Saeide Mohammadi on May 22, 2022

You know how to optimize your campaign with Search Ads 360.

Score: 100 Completion ID: 114393036



Congratulations!



Optimize your Display & Video 360 campaign

Completed by Saeide Mohammadi on May 22, 2022

You know how to optimize your campaign with Display & Video 360.

Completion ID: 114392363



Congratulations!



Search Ads 360 Certification Exam

Completed by Saeide Mohammadi on May 21, 2022

Congratulations, you are now certified in Search Ads 360.

Completion ID: 114334616 Expires: May 21, 2023



Congratulations!



Search Ads 360 Mobile Basics

Completed by Saeide Mohammadi on May 22, 2022

You know the mobile campaign strategies and features in Search Ads 360 that can help you reach customers wherever they are.

Completion ID: 114393037





Social Media Certified

Saeide Mohammadi

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

Valid from: May 28 2022 - Jun 26 2024

Certification code: b825e13a31a046e8a13fe61ab7f0b32a

HubSpot Academy

Yamini
CEO Yamini Rangan



SEO Certified

Saeide Mohammadi

The bearer of this certificate is hereby deemed knowledgeable about SEO and capable of optimizing a website to perform well in search engines."

Valid from: May 24 2022 - Jun 23 2023

Certification code: e62b93d24b714a039ef3b2ee718dc247

HubSpot Academy

Yamini
CEO Yamini Rangan

Congratulations!



Shopping ads Certification

Completed by Saeide Mohammadi on May 18, 2022

Google recognizes your mastery of the fundamentals of creating and customizing effective Shopping campaigns.

Completion ID: 114045773 Expires: May 18, 2023

Google

Congratulations!



Studio Basics

Completed by Saeide Mohammadi on May 22, 2022

You know how to use Studio to make and manage ad creatives for campaigns

Completion ID: 114393766



Congratulations!



TrueView in Display & Video 360 Basics

Completed by Saeide Mohammadi on May 23, 2022

You know how to advertise on YouTube using TrueView through Display & Video 360.

Completion ID: 114449321



Congratulations!



Waze Ads Fundamentals

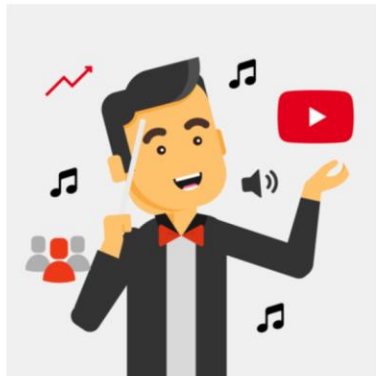
Completed by Saeide Mohammadi on May 23, 2022

Congrats! Now that you've finished all of the Waze Fundamentals courses, your certification is complete, and you're officially Certified. What's next? Setup a new campaign to help bring drivers to your business, try a new format to get notified by on-the-go consumers or optimize your create to stand out from the crowd. Lastly, check your inbox to download your Waze Fundamentals Badge.

Completion ID: 114396041 Expires: May 23, 2023



Congratulations!



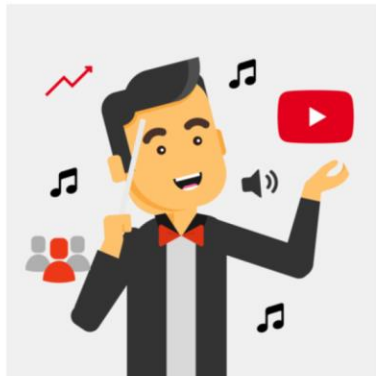
YouTube Music Assessment

Completed by Saeide Mohammadi on May 22, 2022

You understand how to effectively manage an artist's YouTube channel, and you can apply what you've learned to grow their audience.

Score: 98 Completion ID: 114394525 Expires: November 22, 2023

Congratulations!



YouTube Music Certification

Completed by Saeide Mohammadi on May 22, 2022

You understand how to effectively manage an artist's YouTube channel, and you can apply what you've learned to grow their audience.

Score: 98 Completion ID: 114394520 Expires: November 22, 2023



Certificate

گواهی نامه پایان دوره

شماره ۲۳۸۸۸۰

دک: ۳۶۵۴۹۹

تاریخ صدور: ۱۳۹۳/۰۶/۱۹

This is to certify that

Saeedeh Mohammadi

has successfully completed the

requirements for the

Introduction to programming with .Net

course and has achieved the following

score: 95

گواهی می‌شود:

خانم/ آقای سعیده محمدی فرزند علیرضا

به شماره شناسنامه ۱۵۲۰۰۶۵۰۲۷ متولد ۱۳۶۸ صادره از میانه

دوره اصول برنامه نویسی با .Net

را طی مدت ۳۰ ساعت از تاریخ ۱۳۹۳/۰۴/۲۳ تا تاریخ ۱۳۹۳/۰۵/۲۰

با نمره ۹۵ (به مروف) نود و پنج از صد در این مرکز با موفقیت

به پایان رسانیده است.

Duration: 30 hrs.

Completion Date: 2014/08/11

Date of Issue: 2014/09/10

سعید سعادت
مدیر عامل



Certificate

گواهی نامه پایان دوره

شماره ۲۴۲۸۵۲

دک: ۳۶۵۴۹۹

تاریخ صدور: ۱۳۹۳/۰۷/۰۹

This is to certify that

Saeedeh Mohammadi

has successfully completed the

requirements for the

Web Design Foundation

course and has achieved the following

score: 93

گواهی می‌شود:

خانم/ آقای سعیده محمدی فرزند علیرضا

به شماره شناسنامه ۱۵۲۰۰۶۵۰۲۷ متولد ۱۳۶۸ صادره از میانه

دوره اصول طراحی وب

را طی مدت ۵۴ ساعت از تاریخ ۱۳۹۳/۰۴/۱۲ تا تاریخ ۱۳۹۳/۰۶/۲۰

با نمره ۹۳ (به مروف) نود و سه از صد در این مرکز با موفقیت

به پایان رسانیده است.

Duration: 54 hrs.

Completion Date: 2014/09/11

Date of Issue: 2014/10/01

سعید سعادت
مدیر عامل



Certificate

گواهی نامه پایان دوره

شماره ۵۷۷۳۳۳

کد: ۲۱۷۱۰۸۱۲

تاریخ صدور: ۱۳۹۷/۰۹/۲۴

This is to certify that

Saeideh Mohammadi

has successfully completed the
requirements for the

Search Engine Optimization Professional

course and has achieved the following

score: **90/100**

گواهی می شود:

نام/آقای سعیده محمدی فرزند علیرضا

شماره شناسنامه ۱۵۲۰۰۶۵۰۲۷ متولد ۱۳۶۸ صادره از میانه

دوره بهینه سازی برای موتورهای جستجو در اینترنت

اطاعت مدت ۳۰ ساعت ارتقای ۱۳۹۷/۵/۲۵ تا تاریخ ۱۳۹۷/۹/۱

نمره ۹۰/۱۰۰ (به مرفه) نود در این مرکز با موفقیت

پایان رسانیده است.

Duration: **30** hrs.

Completion Date: **2018/11/22**

Date of Issue: **2018/12/15**



علی رحیمی فرد

قائم مقام مدیرعامل

Deputy of Managing Director

حمیدرضا منصوری

معاون آموزش و پژوهش

Deputy of Education & Research



www.KishMehr.org

مجتمع آموزشی کیش مهر

اگر می خواهید هنر این مملکت رشد و اعتلا پیدا کند به هنرمندان جوان تکیه کنید



گواهینامه دوره آموزشی



متولد: ۱۳۶۸/۰۹/۲۵
صادر از: میانه

فرزند: علیرضا
شماره شناسنامه: ۱۵۲۰۰۶۵۰۲۷

خانم / آقای سعیده محمدی
کد ملی: ۱۵۲۰۰۶۵۰۲۷

نمره نظری: ۹۵

تاریخ آزمون: ۱۳۹۷/۰۳/۲۹

عنوان دوره آموزشی: فتوشاپ و کرل

نمره عملی: ۹۵

تاریخ صدور: ۱۳۹۷/۰۵/۰۱

شماره استاندارد آموزشی: ۶۶ ماک ۹۷

معدل: ۹۵

شماره گواهینامه: ۱۵۲۰۰۶۵۰۲۷

کد کنترل کیفیت: DO-QP-013/13-0

توجه: حداقل نمره قبولی ۸۰ می باشد.

گواهی می شود نامبرده دوره فوق را با موفقیت طی نموده است.



دارنده گواهینامه مدیریت کیفیت

مسئول آزمون

مدیر مجتمع