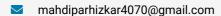


## Mahdi Parhizkar

Digital marketing strategist



(+98)9359354070

Iran



I may not know everything, but I know how to learn anything and do it. With +5 years of experience in digital marketing, I am ready to help you to improve your business KPIs.



**English** 

Persian





in mahdi-parhizkar

o mahdi.parhizkar.81

# Some achievement

#### +140 Business Coaching Sessions

September 2023

Experience of more than 140 coaching and counseling sessions with more than 35 people (paid)

## Digital marketing teacher

For: Rokad high school

2022

I have class with students for about 6 hours per week

#### **Iranian Scientific Marketing Association**

For: ISMA

2022

A member of the Iranian Scientific Marketing Association, [member number: 200643]



## **Marketing Campaign manager**

#### Eghamat24

April 2023 - Present

#### **Tasks and Achievements**

- Planning and designing various creative campaigns such as 360, sales, retention, brand awareness, CSR, etc.
- Designing and creating OKRs for the marketing team based on business goals
- Designing Gamification system based on Octalysis framework

#### Digital marketing team lead

#### Mrdisc

August 2020 - Present

#### **Tasks and Achievements**

- Running advertising campaigns (social media + CPC)
- Analysis of Google Analytics Data to develop a marketing plan
- Doing the SEO tasks (On/Off page)
- leading the content and social media team
- Designing Marketing Funnel and Customer Journey
- Designing Sales campaigns

#### **SEO Specialist**

#### Mimos

June 2020 - September 2020

#### **Tasks and Achievements**

- working on SEO project
- · Leading a team of 6 SEO experts

## Webmaster & SEO specialist

## Aghazino

August 2019 - June 2020

### **Tasks and Achievements**

- Leading a team of 5 SEO experts
- Doing the SEO tasks (On/Off page)
- Technical support for students
- Website data analysis (Google Analytics + Search console)

#### **Founder**

#### Amniatsaz

December 2019 - May 2020

#### **Tasks and Achievements**

- CRO
- Doing the SEO tasks (On/Off page)
- Biuld & design website

### Digital marketing intern

#### Roshdana

June 2019 - September 2019

## **Tasks and Achievements**

- Do some simple tasks (Html, CSS, GA, copywriting, UX, and...)
- Learning different areas of digital marketing

### Startup weekend mentor

2022

Helping Startups to find Ideas and work on them, Helping Build an MVP, and ...

## Digital marketing consult

For: Datis mattress, Somlar leather and ... 2021

Helping to plan a marketing strategy and find the best channel with the highest ROI

#### **Startup Weekend First team**

June 2019

«Salam Mashhad» was a startup in the field of tourism, We were able to get the support of the accelerator



#### Some certificates

## digital marketing certified

Institute: hubspot academy

July 2021

### **Advanced Google Analytics**

Institute: Google analytics academy May 2021

#### inbound marketing

Institute: hubspot academy

November 2020

## keyword research exam

Institute: SEMrush academy

October 2020

## Innovation and entrepreneurship

Institute: Chamber of commerce (Tccim)

January 2020

# Hard Skills

Marketing strategy	••••	marketing campaign	••••
Google Analytics UN		Off/On-page SEO	
Google search console		wordpress	••••
Content marketing	••••	Google Analytics 4	
Google tag manager		Html/CSS	•
Email marketing		Copywriting	•
UX & CX		social media marketing	••••
SMS marketing		PPC advertising	
CRO		Google Ads	



## Some other honors

## **Lecturer at Varastegan University**

2023

Link: https://www.varastegan.ac.ir/fa/energy-up/

#### Some other matketing teaghing

2022

Link: https://eseminar.tv/wb93167

#### Some LinkedIn Marketing Workshop

Link: https://www.varastegan.ac.ir/fa/how-to-create-a-professional-linkedin-account/

#### Guest on the "Z-Cast" podcast

2022

Link: https://castbox.fm/episode/EP11-Mahdi-Parhizkar-|-Digital-Marketing-Manager-id5064529-id589461810