



## Mahdi Parhizkar

Digital marketing strategist

✉ mahdiparhizkar4070@gmail.com

☎ (+98)9359354070

📍 Iran



### About me

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.



### Language

English



Persian



### Social media

🌐 mahdi-parhizkar

📷 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]



## Work Experience

### 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)
- Build & 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 marketing 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-I-Digital-Marketing-Manager-id5064529-id589461810>