

EDUCATION**University of West London**

London, UK

MSc in Digital Marketing

Sep 2023- Present

Modules: Digital Retail Environment, Global Brand Management, Strategic Marketing and Psychology in Digital Era, Content Marketing and Campaign Management, Digital Tools, Innovation and Digital Futures.

AZAD University

Shiraz, Iran

Bachelor of Business Administration

Graduation Date: Sep 2019 (Grade 2:1)

Modules: Entrepreneurship, Human Resource Management, Financial Management, Management Information Systems, International Marketing, International Monetary Organization.

WORK EXPERIENCE**Carl Scarpa**

London, UK

Sales Associate and Customer Service

Jan 2023- Present

- Answering Inquiries
- Training New Staff
- Teamwork and Collaboration with Other Branches
- Handling Online Orders and Stock Availability
- Managing Returns/Exchanges

HOUSE OF TWEED

London, UK

Sales Associate and Customer Service

Sep 2023- Dec 2023

- Monitored Sales Floor while helping customers and building rapport.
- Managed Stock
- Handled Transactions
- Delivered excellent service and communicated effectively with customers.

GIGA VENTURE (Venture Capital)

London, UK

Remote Online Marketing Assistant

June 2023- Aug 2023

- Executed strategic utilization of SEO tools, including SEMrush and Moz, to optimize website content and enhance search engine visibility.
- Played a pivotal role in driving the company's online marketing efforts, contributing to increased website traffic and engagement.
- Applied a robust skill set encompassing Google Analytics to extract actionable insights, enhancing data-driven decision-making processes.
- Orchestrated effective collaboration with remote teams in Iran, the UK, and the US, ensuring streamlined communication and project synergy.

Sare Younesi Beauty Salon

Shiraz, Iran

Content Creator

Mar 2020 – June 2023

- Produced engaging and visually appealing content for Instagram while implementing quality control measures to ensure customer satisfaction.
- Managed digital marketing strategies, actively engaging customers on social media to foster a vibrant community and encouraging feedback and discussion.
- Successfully grew the business Instagram account to 11k followers, significantly increasing brand awareness among our target audience.

Derak Airline Agency

Shiraz, Iran

Social Media Assistant and Customer Service

Mar 2017 – Mar 2019

- Helped customers find the perfect travel options by listening to their needs and offering tailored packages and deals, making their experience more engaging and appealing.
- Responded promptly to inquiries, processed orders efficiently, and built friendly relationships with customers through polite and professional communication.
- Contributed to content creation by brainstorming ideas and assisting in the design of visuals and captions.
- Engaged with the community by responding to comments and messages promptly, fostering a positive online presence for the agency.

SKILLS AND INTEREST**Technical Skills:** Microsoft Skills (PowerPoint, Word, Excel), Data Analysis.**Digital Marketing Tools:** Canva, Wix, GT METRIX, Similarweb, Builtwith, Hootsuite, Meta Business Suite.**Video and Design Tools:** Canva, Capcut.**Languages:** Persian, English**Interests:** Social media trend follower and digital advertising, enthusiast, Traveling, exploring diverse cultures, and enjoying puzzles and escape rooms.**Additional information:** References are available upon request.