

EDUCATION

University of West London MSc in Digital Marketing

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.

London, UK
Sep 2023- Present

AZAD University

Bachelor of Business Administration

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

Shiraz, Iran
Graduation Date: Sep 2019 (Grade 2:1)

WORK EXPERIENCE

Carl Scarpa

Sales Associate and Customer Service

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

London, UK
Jan 2023- Present

HOUSE OF TWEED

Sales Associate and Customer Service

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

London, UK
Sep 2023- Dec 2023

GIGA VENTURE (Venture Capital)

Remote Online Marketing Assistant

- 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.

London, UK
June 2023- Aug 2023

Sare Younesi Beauty Salon

Content Creator

- 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.

Shiraz, Iran
Mar 2020 – June 2023

Derak Airline Agency

Social Media Assistant and Customer Service

- 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.

Shiraz, Iran
Mar 2017 – Mar 2019

SKILLS AND INTEREST

Technical Skills: Microsoft Skills (PowerPoint, Word, Excel), Data Analysis.

Digital Marketing Tools: Canva, Wix, GT METRIX, Similarweb, Builtwith, Hootsuit, Meta Business Suit.

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.