

محمد حبیبی شیراز

مدیر دیجیتال مارکتینگ



درباره من

آخرین نسخه ی رزومه با توضیحات کامل پیوست شده است
مهارت های کلی

Online lead generation, performance marketing, marketing automation, conversion optimization, SEO and SEM, Statistical Data Analysis, team building, ERP, SPC, E-CRM, G-Ads, CPC campaigns, Email marketing, Inbound marketing, SEO and SEM, Microsoft office tools, Google workspace

تجربه های کاری

مدیر دیجیتال مارکتینگ

بِه صورت فریلنسر | آذر ۱۴۰۲ تا حالا

در حال همکاری با شرکت های مختلف به صورت پروژه ای و دورکار

مدیر دیجیتال مارکتینگ

oteacher | شهریور ۱۴۰۲ تا آبان ۱۴۰۲

"Oteacher" website operates as the first platform in the online learning foreign language industry for study, work, language education academy, entrance exams, and organizations covering 11 different languages from starter level to native-like.

Responsibilities of Oteacher digital marketing manager:

Improvement of KPI metrics Such as Lead Generation maximization, AOV, purchase frequency, Marketing performance cost optimization, Conversion improvement, and Growth rate

In charge of all Performance marketing operations and strategy

Social Media Management, Strategy, and operations

Inbound Marketing Management, Strategy, and operations

Conducting market research to justify the business and understand the main needs of the target audience

Implementing new dashboards for Daily marketing activities and metrics

A front-row executive in the platform's major core update and features

Management and execution of the G-ads and GDN campaigns

Preparation and compilation of daily, monthly, and quarterly reports and plans for all digital channels

Planning the automation roadmap and user's journey and leading the team for the marketing automation process

Market analysis and determine the target market share with PLC

Directing marketing project activities for the Tech team through product design workflow and priorities

Collaboration with the TAPSI Growth team for retention marketing and user segmentation

Major achievements during the first 3 months:

Optimizing conversion rates of different channels (up to 5%) according to the

اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۷۳

وضعیت سربازی: مشمول

وضعیت تأهل: متأهل

زبان ها

انگلیسی (حرفه ای)

اسپانیایی (حرفه ای)

categories of target contacts

Continuous improvement of SEO and obtaining the first-page position of Google in the majority of essential business keywords

Increasing leads from nearly 500 users to 1600 users per month according to business needs

Improving the customer acquisition cost month by month (50% decrease in total)

Increasing Social media engagement rate by around 45% and Followers of Instagram by around 2000 new users

Increasing Monthly PF by nearly 550% in the student side of business

Doubling the Aov of Business

Skills

Online lead generation, performance marketing, marketing automation, conversion optimization, SEO and SEM, Statistical Data Analysis, team building, ERP, SPC, E-CRM, G-Ads, CPC campaigns, HTML, CSS, JS, Social Media Management, Retention Marketing.

مدیر دیجیتال مارکتینگ

موسسه مهاجرت تحصیلی نوید توسعه سیم آخر | تیر ۱۴۰۱ تا مرداد ۱۴۰۲

"Sim-e-akhar" emigration group operates as a leading platform in the emigration industry for study, work, investment, language education academy, entrance exams, and tourist visas.

Responsibilities of Sim-e-akhar digital marketing manager:

Improvement of KPI metrics Such as Lead Generation maximization, Marketing performance cost optimization, Conversion improvement, and Growth rate

In charge of all Performance marketing operations and strategy

Conducting market research to justify the business and understand the main needs of the target audience

Head of SEO team

Coach of Inbound marketing team

Preparation and compilation of daily, monthly, and quarterly reports and plans for all digital channels

Planning the automation roadmap and user's journey and leading the team for the marketing automation process

Starting ATL ads and launching PPC campaigns with all Four major ad networks in Iran

Management and execution the G-ads campaigns

Market analysis and determine the target market share with PLC

Directing marketing project activities for the Tech team through product design workflow and priorities

Major achievements during the first year:

Optimizing conversion rates of different channels (average 2%) according to the categories of target contacts

Continuous improvement of SEO and obtaining the second position of Google in the majority of essential business keywords

Increasing leads from nearly 1000 users to 3000- 6000 users per month according to business needs

Improving the customer acquisition cost month by month (70% decrease in total)



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وضعیت تأهل: متأهل

زبان‌ها

انگلیسی (حرفه‌ای)

اسپانیایی (حرفه‌ای)

مدیر دیجیتال مارکتینگ

ainfluencer (کانادا - پلتفرم affiliate marketing) | مهر ۱۳۹۹ تا تیر ۱۴۰۱

Ainfluencer is World's First DIY (Do-it-Yourself) Influencer Marketplace that helps you Connect with Instagram influencers and creators and launch campaigns within minutes.

Responsibilities of Ainfluencer digital marketing manager:

Improvement of KPI metrics Such as Lead Generation maximization, Marketing performance cost optimization, Conversion improvement, and Growth rate

In charge of all Performance marketing operations and strategy

Head of Inbound marketing execution and strategy

Preparation and compilation of weekly, monthly, and quarterly reports and plans for all Inbound channels

Directing marketing project activities for the Tech team through product design workflow and priorities

Launching planned occasional and calendar campaigns

Planning the automation roadmap and user's journey and leading the team for the marketing automation process

Management and hiring the employee of inbound marketing team

Major achievements during the first 2 years of business:

Reaching OR of 50% and CTR of 26% in email marketing

As one of the first recruits in the project, I played a vital role in the

establishment and initial launch of the website and automation marketing

Continuous improvement of SEO and obtaining the second position of Google in the majority of essential business keywords

Doubling the seasonal campaigns' sales through inbound channels

مسئول اینباند مارکتینگ

aigrow (کانادا - فعالیت های مربوط به اینستاگرام) | اسفند ۱۳۹۷ تا شهریور ۱۳۹۹

Aigrow is a complete Instagram growth and engagement solution for

businesses and influencers who are looking to generate targeted followers.

Aigrow's sub-services are Aischedul, DMpro, Realtormate, and Myurls which are also part of Aigrow's Instagram growth and engagement solution.

Responsibilities of Aigrow and its sub-services inbound and email marketing specialist:

Management of all inbound marketing and content processes

In charge of all Email marketing content and strategy

Preparation and compilation of weekly, monthly, and quarterly reports and plans for all Inbound channels

Launching planned occasional and calendar campaigns in email marketing

Planning the automation roadmap and user's journey and the marketing automation process

Management and hiring the employee of inbound marketing team

Our major achievements during this period were:

Increasing OR of below 1% to above 10% and CTR of below 0.1% to above 2% in less than 6-month

Increasing the daily website visits via email marketing from less than 10 to 500 in a year



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وضعیت سربازی: مشمول

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زبان ها

انگلیسی (حرفه ای)

اسپانیایی (حرفه ای)

Increasing the weekly service purchases from average of 1 to more than 10
Doubling the seasonal campaign sales through inbound channels
Responsibilities of Spanish Aigrow SEO and content specialist:
Management of all SEO and content processes
In charge of website's UI
Management and hiring the employee of Spanish content team

Our major achievements during this period were:
Getting rank 1 in the majority of target keywords in less than 1-year
Increasing the daily website visits from less than 10 to 6000 in a year
Increasing the website weekly signups from less than 5 to more than 500

سوابق تحصیلی

مهندسی پلیمر (کارشناسی)
تهران | ۱۳۹۱ تا ۱۳۹۶

مهندسی پلیمر - فرآورش (کارشناسی ارشد)
تهران | ۱۳۹۶ تا ۱۳۹۹

مهارت‌های حرفه‌ای

- Email Marketing . Marketing Automation . G Analytics . activecampaign
- keyword planner . sendgrid nodemailer . Mautic Automation
- Asana . Trello . Photoshop . Canva . Googleforms
- Google Workspace . تبلیغات یکتانت . امور تبلیغات . تحلیل دیجیتال
- تحلیل رقبا . تحلیل داده . تحلیلگر وب . SMS مارکتینگ . سوشال مدیا
- پرفورمنس مارکتر . Performance KPIs . Google Ad . App Marketing
- SEO strategy . digital marketing . Marketing . B2C marketing



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اطلاعات شخصی

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وضعیت سربازی: مشمول
وضعیت تأهل: متأهل

زبان‌ها

انگلیسی (حرفه‌ای)
اسپانیایی (حرفه‌ای)