

ارسلان ابراهیمی

Digital Marketing Senior Manager

درباره من

As a seasoned digital marketing leader with over 8 years of experience in the fast-paced technology industry, I bring a comprehensive, data-driven approach to marketing strategy, campaign execution, and team leadership. My core strengths lie in orchestrating performance marketing initiatives, building robust marketing automation and ECRM frameworks, conducting deep marketing data analysis, and implementing cutting-edge SEO strategies.

تجربه‌های کاری

Digital Marketing Senior Manager

خودرو45 | خرداد ۱۴۰۳ تا حالا

As the Digital Marketing Senior Manager at Khodro45.com, I lead a cross-functional marketing team to drive brand growth, user acquisition, and conversion through data-driven strategies and multichannel campaigns. Overseeing the performance of a dynamic group of specialists—including SEO, performance marketing, data analysis, CRM, and web development—I am responsible for shaping and executing the company's digital marketing roadmap. My key responsibilities include:

1. Develop and manage comprehensive digital marketing strategies aligned with business goals, focusing on lead generation, customer retention, and ROI optimization.
2. Lead a diverse team including marketing data analysis, performance marketing, marketing automation, SEO, and WordPress development.
3. Oversee performance marketing campaigns (Google Ads, paid ads, etc.), continuously optimizing based on key KPIs and data insights.
4. Lead the SEO team to improve organic traffic, technical SEO health, and keyword rankings.
5. Guide marketing automation initiatives to increase customer engagement, personalize communication flows, and reduce churn & funnel drop.
6. Utilize data analytics to monitor campaign effectiveness, inform strategic decisions, and drive continuous improvement.
7. Coordinate with product, tech, and sales teams to align marketing initiatives across the organization.
8. Ensure website performance, UX, and content are optimized for both users and search engines through close coordination with the development team.

eCRM & Performance Marketing Manager

پیندو (گروه دیجیکالا) | تیر ۱۴۰۲ تا خرداد ۱۴۰۳

While managing a team of 4 individuals, I was responsible for planning, executing, and optimizing performance and eCRM campaigns across multiple channels to drive both supply- and demand-side growth. I analyzed trends, uncovered insights, and turned those insights into high-performing strategies



اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۶۹

وضعیت سربازی: معاف

وضعیت تأهل: متأهل

زبان‌ها

انگلیسی (حرفه‌ای)

that move the needle. My key responsibilities include:

1. Own Paid Media Strategy: Manage end-to-end execution of performance campaigns across paid search, paid social, display, affiliate, programmatic, and retargeting.
2. Marketplace Growth: Drive customer acquisition and seller onboarding – optimizing campaigns to ensure a healthy supply-demand balance in key geographies and categories.
3. Channel Optimization: Continuously test and iterate creative, bidding strategies, audiences, and landing pages to improve CAC, ROAS, and LTV.
4. Analytics & Reporting: Set up dashboards, track performance KPIs, and generate insights that guide both strategy and tactical improvements.
5. Cross-functional Collaboration: Work closely with product, creative, analytics, and CRM teams to create holistic growth strategies.
6. Budget Management: Own performance marketing budgets, forecasting, and ROI modeling. Make data-driven decisions on spend allocation and scaling strategies.
7. Creative Direction: Provide briefs and collaborate with design/content teams to produce effective ad creatives tailored to each channel and audience segment.
8. Lifecycle Synergy: Partner with lifecycle/retention marketing teams to ensure acquisition efforts align with downstream engagement and retention goals.

Sr. Product Marketing Manager

اسمارتک (گروه دیجیکالا) | تیر ۱۴۰۱ تا خرداد ۱۴۰۲

Worked cross-functionally with Product, Sales, Customer Success, and Growth teams to craft compelling narratives, drive adoption, and ensure our positioning resonates in a competitive landscape. This was a strategic and hands-on role that required a deep understanding of B2B SaaS, customer-centric messaging, and the ability to translate product capabilities into business value and vice versa. My primary focus was on:

1. GTM Strategy & Execution: Own and drive go-to-market strategies for product launches, updates, and new features. Coordinate with cross-functional teams to ensure seamless execution.
2. Positioning & Messaging: Develop differentiated messaging frameworks and value propositions tailored to buyer personas and verticals.
3. Customer & Market Insights: Conduct market research, competitor analysis, and customer interviews to inform product development and messaging.
4. Sales Enablement: Create and maintain high-impact sales collateral (e.g., pitch decks, one-pagers, battle cards, demos) and train internal teams on messaging and product value.
5. Product Adoption & Retention: Collaborate with customer success and product teams to develop onboarding programs, tutorials, and engagement campaigns.
6. Campaign Collaboration: Partner with demand generation and content teams to craft campaigns that drive awareness, pipeline, and revenue.
7. Metrics & Optimization: Track and analyze key performance indicators (KPIs) to assess marketing effectiveness and optimize strategies accordingly.



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انگلیسی (حرفه‌ای)

eCRM & Performance Marketing Manager

دارو افشان شایگان | فروردین ۱۴۰۰ تا خرداد ۱۴۰۱

1. Strategically lead and scale performance marketing initiatives across paid media channels—including search, social, display, and affiliate—with a focus on customer acquisition, retention, and ROAS improvement.
2. Own the eCRM roadmap and execution, driving lifecycle marketing strategies through advanced segmentation, behavioral triggers, and automation workflows across email, SMS, and push platforms.
3. Build and manage cross-functional teams and agency partners, ensuring alignment across campaign planning, execution, and reporting to deliver against business growth targets.
4. Leverage analytics tools and CRM data (e.g., GA4, SQL, CDPs, BI dashboards) to uncover insights, monitor funnel performance, and optimize messaging, frequency, and channel effectiveness.
5. Champion a test-and-learn culture, overseeing A/B and multivariate testing frameworks to refine creative, targeting, and offers, while fostering data-driven decision making across the marketing organization.

Sr. Digital Marketing Specialist

هلت‌اید | تیر ۱۴۰۰ تا اسفند ۱۴۰۰

1. Lead the planning, execution, and optimization of performance marketing campaigns across paid search, display, social, and affiliate channels, driving customer acquisition, retention, and revenue growth.
2. Own eCRM strategy and lifecycle marketing programs, including segmentation, automation, and personalized campaigns via email, SMS, and push notifications to enhance engagement and LTV.
3. Analyze campaign and lifecycle performance using tools like Google Analytics, CRM dashboards, SQL, and visualization platforms, translating data into insights to improve targeting, messaging, and ROI.
4. Collaborate cross-functionally with creative, product, and content teams to ensure alignment between paid media and CRM efforts, ensuring a cohesive customer journey across touchpoints.
5. Continuously test and optimize digital funnels through A/B and multivariate testing, refining creatives, audiences, and messaging strategies based on measurable outcomes and business objectives.

Digital Marketing Specialist

رازان فارمد ایرانیان | فروردین ۱۳۹۹ تا اسفند ۱۳۹۹

1. Develop and execute digital marketing campaigns for pharmaceutical products and healthcare services, ensuring alignment with regulatory guidelines and medical accuracy.
2. Leverage SEO, SEM, and content marketing strategies to educate healthcare professionals and patients, increase brand visibility, and drive qualified traffic to product-specific landing pages.
3. Manage email marketing and marketing automation systems to support physician outreach, patient education, and product launch initiatives.
4. Analyze and report on digital performance metrics using tools like Google Analytics to measure engagement, conversions, and ROI.
5. Collaborate with medical, regulatory, and legal teams to develop compliant digital content, and work cross-functionally with the sales team to support



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go-to-market strategies.

6. Conduct keyword research, on-page optimization, and link building to improve organic search rankings and increase organic traffic by 50%.

Digital Marketing specialist

پارسیس | اردیبهشت ۱۳۹۶ تا اسفند ۱۳۹۸

1. Plan and execute multi-channel digital marketing campaigns across platforms such as programmatic display, social media, and SMS marketing to drive traffic, engagement, and conversions.
2. Analyze campaign performance using tools like Google Analytics, Data Studio, and Excel, providing actionable insights and optimization strategies to improve KPIs such as CTR, CPA, and conversion rate.
3. Implement SEO strategies including keyword research, on-page optimization, technical audits, and link-building to increase organic visibility and drive high-quality traffic.
4. Develop and manage email marketing workflows and automation, ensuring timely, targeted communication to nurture leads and retain customers using platforms like Najva.
5. Collaborate with content, design, and product teams to align marketing initiatives with business goals, maintaining brand consistency, and delivering seamless customer journeys across all touchpoints.

English and IELTS Tutor

خصوصی | مهر ۱۳۸۶ تا مرداد ۱۳۹۷

1. Deliver engaging and structured English language lessons to students of varying proficiency levels, focusing on grammar, vocabulary, reading, writing, listening, and speaking skills.
2. Specialize in IELTS exam preparation, equipping students with effective strategies for all four test components (Listening, Reading, Writing, and Speaking) to achieve their target band scores.
3. Conduct personalized assessments and feedback sessions to identify learning needs, monitor progress, and tailor lesson plans accordingly for individual and group classes.
4. Foster a motivating and supportive classroom atmosphere, encouraging student participation, confidence-building, and consistent practice to enhance language proficiency and test readiness.

سوابق تحصیلی

مهندسی مکانیک (حرارت و سیالات) (کارشناسی)

دانشگاه شیراز (دولتی) | ۱۳۸۷ تا ۱۳۹۳

مهندسی بیومکانیک (کارشناسی ارشد)

دانشگاه تهران (دولتی) | ۱۳۹۳ تا ۱۳۹۶



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مهارت‌های حرفه‌ای

. Google Ads . CRO . GOOGLE ANALYTICS . Performance Marketing
. Search Console . Data studio . display ads . ppc . tag manager
. eCRM Strategy . sms marketing . Email Marketing
. Marketing Automation . Data Analysis . Customer Segmentation
. Customer Journey Mapping . Personalization . Customer engagement
. Campaign Optimization . A/B Testing . Retention marketing
. WebEngage . Customer data platform . Customer Loyalty Programs
. Statistics . Python . PostgreSQL . MySQL . SQL . Insider
. Multi-channel Automation . Customer Journey Automation
. Statistical analysis . Data visualization . Marketing Analytics
. Machine learning . Pandas . Matplotlib . numpy . data cleansing
CTR optimization . Analytics and tracking



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انگلیسی (حرفه‌ای)