

Mohammad-Javad Ahmadi

Chief Marketing Officer | Marketing Director



درباره من

Dynamic and results-driven marketing leader with over a decade of experience in data-driven strategies, brand positioning, and business growth. Proven expertise in go-to-market execution, CRO, customer experience optimization, and orchestrating high-impact 360-degree campaigns across ATL, BTL, and TTL channels. Adept at leading high-performing teams, leveraging analytics, and driving measurable outcomes. Passionate about low-cost experimentation, user research, and storytelling to enhance brand

تجربه‌های کاری

Marketing Director

۱۴۰۴ تا آذر ۱۴۰۳ | Azkivam

During this time, I had the privilege of leading and rebuilding the marketing structure from the ground up; hiring new talent, developing people, and helping team members grow into higher-level roles. We launched 2 major 360° campaigns in January and another one in December 2025, rebuilt our marketing data infrastructure in collaboration with Product & Data teams, defined measurable campaign targets, and achieved more than 10X growth in daily sales- breaking the record multiple times along the way. Most importantly, I had the chance to work with incredibly intelligent, hardworking, and passionate people. I learned, grew, and built memories I will always carry with me.

Marketing Director

۱۴۰۳ خرداد تا مهر ۱۴۰۳ | Digikala Group

Three months into my return to the Digikala family as the Marketing Director of Pindo, I can't help but feel proud of what we've achieved together. I took over a small but mighty three-member team, and in this short period, we've grown into a talented group of twelve.

(note that the Public Relations and SEO functions are not in the marketing department at Pindo and are directly working with the COO and CEO)

The transformation we've undergone as a team in just three months is nothing short of incredible. Despite the challenges of onboarding and refining processes, we've managed to bring about substantial improvements in key business and marketing metrics. This summer, we've seen remarkable growth compared to spring 1403, and I wanted to share some of these achievements here.

Below, you may find a snapshot of our marketing growth from Q2 compared to Q1.

- Reducing CPO & CPC & Avg. discount (more than 30%)
- boosting and increasing total sessions, total MAU, total Ad view, total add to carts, new users, new customers(first purchase users), AOV, Instagram

اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۶۹

وضعیت سربازی: پایان خدمت

وضعیت تأهل: متأهل

زبان‌ها

فارسی (زبان مادری)

انگلیسی (حرفه‌ای)

followers, Instagram E%, Instagram total reaches, sessions to add to cart CR %, GMV, and so many other key metrics from 10% to more than 2000%

- Preparing & developing the primary version of Pindo BrandBook
- Preparing & developing the seller community strategy
- Establishing the seller expansion team
- Developing SLAs and SOPs for all marketing functions.

Business Growth Hacking, Branding, Marketing, and Consultant •

۱۴۰۳ خرداد تا ۱۴۰۲ اردیبهشت | Freelance

Platform Marketing & Communication Manager

۱۴۰۲ فروردین تا ۱۴۰۱ اردیبهشت | Digikala

Platform Marketing & Communication team is responsible for preparing and doing all communications with DK's sellers and suppliers and also conducting all Marketing, Branding, and PR activities related to sellers and suppliers.

Our mission is to develop integrated marketing communication and build up a platform community in order to increase platform trustworthiness and rehab platform brand image.

We have a core objective which is increasing platform trustworthiness score through the following key projects:

- Community: Building up the platform community
- IMC: Integrating all of our marketing communications in order to take our various marketing collateral and channels and merge them with one dependable message
- Branding: promoting and positioning the DK platform as the most trustable platform in Iran

Seller Marketing & Communications senior supervisor

۱۴۰۰ شهریور تا اسفند ۱۴۰۰ | Digikala

The Seller Marketing Senior Supervisor is a primary role in performance tracking of sellers on the acquisition of all online and Offline channels, activation and loyalty performance of Digikala marketplace.

As Seller Marketing Senior Supervisor I am responsible for:

- Design and manage sellers marketing campaigns across digital channels with appropriate content and bidding strategies for driving adoption and engagement of Digikala marketplace
- Establish regular reporting cadence to measure the effectiveness and provide actionable insights from the marketing campaigns to deliver target customers, revenue, and efficiency targets
- Document and Assist product improvements and feature requests to tech/creatives to improve seller experience and effectiveness of sellers marketing campaigns
- Achieve traffic growth goals for online shop and e-commerce platform by various promotion channels and methods (including not limited to search engines, social media, application markets, information flow, etc.). Analyze traffic data, continuously propose optimization plans and track operational results
- Creating & optimizing campaigns across seller acquisition funnel and performing A/B testing & ROI optimization



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- Develop and execute action plans for achieving and measuring campaign success, including determining key metrics, processes for measurement, optimization and provide recommendations on future budget allocation to increase conversion
- Extract insights from campaign data, identify relevant trends, and provide well-developed proactive recommendations to enhance and exceed overall sellers marketing goals and objectives.
- Managing offline channels of acquisition and designing different schemes to optimize offline acquisition funnel

Community & Campaign Manager

اردیبهشت ۱۴۰۰ تا شهریور ۱۴۰۰ | Quiz of Kings

As Campaign Manager at Quiz of Kinks, I am responsible for:

- Planning and execution of various creative marketing campaigns to reach business goals and KPIs
- Collaboration with specialists in fields like advertisement, web, email, social media, events, PR, external content creators collaborations, copywriting, and making sure they're on the same page through the whole campaign process
- Presenting reports, results, and analysis regarding the campaigns. Providing optimization solutions in campaign post mortem meetings
- A/B testing for better and more creative solutions regarding each campaign
- Review and analysis of local and international rivals. Getting inspiration from local and international success stories from the industry leaders
- Managing the connection and data transition between the company and ad agencies, next to overseeing their job
- Making sure that the brand identity is the core of each campaign and its communication channels
- Direct collaboration with the Marketing Manager on projects in terms of business growth like SWOT analysis, market research, data analysis

About Quiz of Kings:

Quiz of Kings Company was established in 2015 and is currently engaged with a successful trivia mobile based game. Quiz of Kings designs and develops a high-scale platform for its business. We are among the top mobile-based businesses, being in the first place of top-grossing mobile games between Iranian companies.

Presently, we are scaling our platform to reach the target of 2 million daily active users in Iran. Meanwhile, our partners began the process of launching the application in other countries.

(Product Marketer | Conversion Rate Optimization (CRO

جاباما (سفرهای علی بابا) | Alibaba Travels, Jabama | خرداد ۱۳۹۹ تا اردیبهشت ۱۴۰۰

A Conversion Rate Optimization Manager is a person who embraces the combination of form and function. This individual is an experienced, data-driven professional focused on helping to evaluate and craft conversion-centric digital strategies & experiences to help improve the metrics that matter most to clients.

In order to be successful in this role, I should have hands-on experience with



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انگلیسی (حرفه‌ای)

Google Analytics, Mobile app Analytics tools, and a strong understanding of e-commerce and two-sided platforms' KPIs.

As a Product Marketer, I run inbound/outbound marketing activities for the Alibaba/Jabama platform. I craft messaging and positioning for products, conceive and develop innovative marketing programs that drive demand, and create cross-selling and upselling promotions.

Role Responsibilities:

- Collaborate with product management and marketing communications to develop product positioning and messaging that resonates with target buyer personas.
- Work with Product Management, Marketing, Support, Sales, and Partnership to launch new products or features to the market.
- Craft go-to-market strategies and manage product launches, collaborating with sales, and customer success to ensure well-coordinated execution and measurement of success.
- Run effective marketing campaigns to acquire new customers or re-engage churned customers.
- Assess the effectiveness of the marketing programs that support the products on an ongoing basis, and report back to the business on required changes.
- Design, build and execute split testing, multivariate testing, and other testing approaches for websites, emails, and landing pages
- Identify and test new technologies and practices to improve conversion rate and consumer engagement.
- Use analytics platforms and other tools to monitor and analyze the outcomes from the tests.
- Maintain a constant awareness of all competitors and industry activity.
- Collaborate with teams responsible for blogging, email, social media in order to optimize each conversion path.
- Optimize the marketing's conversion paths.
- Increase conversion rates and drive marketing-qualified leads.
- Optimize the lead-to-customer conversion rate.
- Increase funnel marketing efficiencies.

Director of Supply Marketing Team

پیاده | Peeyade | تیر ۱۳۹۸ تا فروردین ۱۳۹۹

Peeyade is the first and leading leisure and entertainment online platform in Iran which offers its users numerous leisure options and innovative experiences.

Marketing Strategist

پیاده | Peeyade | مهر ۱۳۹۷ تا دی ۱۳۹۸

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زبانها

فارسی (زبان مادری)

انگلیسی (حرفه‌ای)

Marketing Automation Manager

پیاده | Peeyade | اسفند ۱۳۹۷ تا آذر ۱۳۹۸

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Digital Marketing Manager

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Senior Marketing Manager

U Advertising Group | آبان ۱۳۹۶ تا آبان ۱۳۹۹

We Create Business mind, Design and Innovation are the most important points for U Ads Group that makes the shape of a triangle. Your company is the center of this triangle to make your dreams come true. A mix of Art, Business Experience, Age and Know how is how we describe our Team.

Our team has many different skills, such as:

- Creating Three-Dimensional Teasers,
- Graphic Design,
- IT and Departments Security,
- Photography, Filming
- Printing 3D images,
- Marketing Advertising,
- Consulting import, export and documentation

In one word, Your dream is our dream.

Digital Marketing Consultant

پارس روماک دایا (فروشگاه اینترنتی ایوارا) | بهمن ۱۳۹۶ تا مرداد ۱۳۹۷

ایوارا فروشگاه اینترنتی تخصصی لوازم آرایشی و بهداشتی است.

Senior Sales & Marketing Specialist

eAds Electronic Advertising Agency | فروردین ۱۳۹۶ تا بهمن ۱۳۹۶

Eads brand which is a subsidiary of Rata Rayan IT company starts its activity in internet marketing, branding and electronic business consultation, since 2016. During this short time, besides customer satisfaction, Eads made an interest of customers and satisfied many companies by presenting new, various, and widespread services. Also, with a considerable competitive advantage toward other active companies, i.e having several famous and high viewed websites like pishbini24.com, rio2016.ir, vidvid.ir, arayeshbank.com, ... and also having access to many social medias like Iranian comedians Instagram pages, Eads succeeds to cooperate impressively with managers of other big websites by mutual understanding of their expectation, in such a way that today among more than 100 Iranian grand websites, Eads is known as one of the pioneers of online advertisement. Considering future activities and along with internet technology development, Eads outlooks presents complete and fault-free services, and try to be known as not only the most progressive internet advertising agency in Iran but the best in this field.



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تماس از طریق جابینجا

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وضعیت سربازی: پایان خدمت

وضعیت تأهل: متأهل

زبانها

فارسی (زبان مادری)

انگلیسی (حرفه‌ای)

Sales and Marketing Manager

۱۳۹۶ | فروردین ۱۳۹۶ تا دی ۱۳۹۶

Supply Chain Manager

۱۳۹۶ | آذر ۱۳۹۵ تا فروردین ۱۳۹۶

Lunato is the first and leading Iranian E-Commerce platform for eyewear, targeting the market for sunglasses, frames, and contact lenses. They offer a wide range of different styles and the biggest selection of sunglasses and frames online. Users can order up to five different frames or sunglasses, try them at home and send back the ones they don't like. Besides they offer an extended warranty, repair service and 30 days money-back guarantee.

Senior Marketing Manager

۱۳۹۵ | شهریور ۱۳۹۴ تا شهریور ۱۳۹۵

Content Marketing Specialist

۱۳۹۴ | فروردین ۱۳۹۴ تا آبان ۱۳۹۴

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Social Media & Content Marketing Specialist

۱۳۹۴ | مهر ۱۳۹۳ تا اردیبهشت ۱۳۹۴

We are Sisarv. A Marketing and Communications Agency that specializes in bringing digital marketing solutions to its Clients. Creativity, knowledge and expertise are the elements we combine to create customized solutions to meet our clients' expectations.

We can assist companies in preparing their brand successfully for the future. Our approaches are highly efficient at promoting businesses into the desired position. Feel free to discover our fields of activity below to get a first look at our areas of service.

سوابق تحصیلی

مهندسی عمران (کارشناسی)

دانشگاه تبریز | ۱۳۸۸ تا ۱۳۹۲

مهندسی عمران - مهندسی محیط زیست (گرایش نفت) (کارشناسی ارشد)

دانشگاه صنعتی خواجه نصیرالدین طوسی تهران | ۱۳۹۲ تا ۱۳۹۴

- . UX Optimization . Product Marketing Analytics . Product Marketing
- . Growth management . Conversion Tracking . Conversion Optimization
- . Online Merchandising . market research . Marketing BI . Growth Hacking
- . Referral Marketing . Online Platform . ECRM . Data Driven optimization
- . social media strategy . SMO . SEM & SEO . Marketing Automation
- . Loyalty Program Solutions . Online Advertising . E-commerce Strategy
- . Supply Management . online Marketing & web marketing
- . E-Business . e-marketing . CPC, CPI, CPA Campaign . digital marketing
- . SQL . App Marketing . B2C marketing . B2B Marketing
- . Public Relations . Brand Strategy . branding . Content Marketing
- . Event director . Marketing Management . Media Relation
- e-Business Strategies . Business Strategy,brand strategy