

# Negar athari

Human resources generalist



درباره من

With a passion for people and a talent for strategy, I thrive in the space where marketing and HR intersect. Known for my strong communication skills, creativity, and attention to detail, I am committed to creating a standout employer brand and finding top talent for companies that truly value their workforce, also I am committed to creating a workplace where employees are engaged and valued.

تجربه‌های کاری

## digital markeing/ social media intern

مجتمع آموزشی مهر | تیر ۱۳۹۸ تا بهمن ۱۳۹۹

## DIGITAL MARKETING specialist

(Samsung\_Amirkabir) NETBOOK STARTUP | بهمن ۱۳۹۹ تا دی ۱۴۰۰

Manage digital marketing campaigns aimed at lead generation and e-commerce measure demand generation metrics such as CAC and qualified lead and ... Effective communication with partners Managing influencer marketing campaigns. Run and optimize CPC, PPC, and paid social campaigns

## Digital Marketing specialist

Kuknos-CO | دی ۱۴۰۰ تا خرداد ۱۴۰۱

Social media and content management Create and develop a Content calendar Website content strategy Report Preparation

## digital marketing specialist

گروه آموزشی منتا | خرداد ۱۴۰۱ تا آبان ۱۴۰۱

Optimize campaign performances Manage digital marketing campaigns aimed at lead generation and e-commerce Managing influencer marketing campaigns Running and optimizing CPC, PPC, and paid social campaigns Preparation of advertising and campaigns reports measure demand generation metrics such as CAC and qualified lead and ...

## PRODUCT MARKETING SPESIALIST

Pasargad electronic payments | بهمن ۱۴۰۱ تا حالا

Manage online/offline marketing campaigns aimed at lead generation, e-commerce, and awareness Event management and planning Elaboration of a marketing plan, website content strategy, and social/ web content calendar Managing influencer marketing campaigns Preparation of advertising and campaigns reports

اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۸۰

وضعیت تأهل: متأهل

زبان‌ها

انگلیسی (حرفه‌ای)

## HUMAN RESURSES GENERALIST INTERN

Parentthesis | فروردین ۱۴۰۲ تا حالا

Interview process from A to Z (Onboarding/Offboarding)Employee value propositionEmployer/Employee brandingCandidate ExperienceConducting Feedback SessionsKPI/ OKRJob descriptionTalent hunting and Resume Screening

### سوابق تحصیلی

Business management (کارشناسی)

TEHRAN MARKAZ | ۱۴۰۰ (در حال تحصیل)

Online course

Architecture (کاردانی)

TEHRAN GHARB | ۱۳۹۹ تا ۱۴۰۱

### مهارت‌های حرفه‌ای

google tag manager . hotjar . Microsoftclarity . GOOGLE ANALYTICS  
Onboarding . Interviewing and assessment . Recruitment . Datastudio  
Canva . Illustrator . Photoshop . Employer/ Employee brand  
Social Media Management . Content Creation . Email Marketing  
Analytics and data analysis . User Experience . Talent sourcing



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