

سپهر بیات

SEO & Digital Marketing Manager



درباره من

Results-driven SEO & Digital Marketing Manager with 5+ years of experience in developing and implementing successful online marketing strategies. Proven track record of achieving top rankings in search engine results pages and increasing organic website traffic. Skilled in utilizing SEO tools, analyzing data, and staying updated on industry trends to drive business growth. Effective at managing PPC campaigns, social media marketing, and email marketing to maximize reach and engagement. A proactive leader with a passion for driving measurable results through innovative digital marketing initiatives.

تجربه‌های کاری

Social Media Specialist

Joen Studio | اردیبهشت ۱۳۹۳ تا آبان ۱۳۹۶

Regular engagement with customers, influencers, and followers increased social media lead generation. I worked closely with the content marketing manager to generate new blog post ideas and amplify those blog posts on social media. I developed robust automated reporting in Google sheets on social media KPIs for executive leadership.

Social Media Manager

Nexa | آذر ۱۳۹۶ تا اردیبهشت ۱۳۹۹

Managed a social media program that included both organic and paid elements. Created and distributed written content, video, and images through monthly and quarterly reports. Worked with influencers on a paid acquisition strategy on Instagram.

Digital marketing specialist

np digital | تیر ۱۳۹۹ تا مرداد ۱۴۰۰

Developed and implemented a cross-channel social media platform to engage customers on Facebook, Instagram, Twitter, and Pinterest. The resulting incremental revenue was \$820k per year. Used Photoshop to create compelling visualizations that regularly had an engagement of over 10K likes, comments, and shares. Moderated user content to ensure all engagement with the brand was appropriate and amplified the company mission and message. Leveraged data to understand what worked on each social media platform to improve engagement rate by 34% yearover-year. Worked closely with the marketing director to optimize the content calendar across all platforms to coincide with new marketing and product launches.

Digital Marketing Manager

DelGate logistics | دی ۱۴۰۰ تا مرداد ۱۴۰۱

اطلاعات تماس

تماس از طریق جابینجا

اطلاعات شخصی

سال تولد: ۱۳۷۶

وضعیت سربازی: مشمول

وضعیت تأهل: متأهل

زبان‌ها

انگلیسی (حرفه‌ای)

فارسی (زبان مادری)

I've developed a solutions-oriented approach to projects, resulting in an average improvement of 400% for three campaigns. I also created roadmaps for my 24-person team, providing long-term goals and mentorship. Using CPM insights, I developed robust strategies to increase our website's traffic by 125%. Additionally, I championed social media presence by introducing new marketing engagers on Twitter and growing brand awareness by garnering 500 retweets on the platform. Finally, I handled communication with cross-functional teams and led presentations surrounding campaigns

Senior Digital Marketing Specialist

۱۴۰۱ تا مهر ۱۴۰۰ | Ronix Tools

My work with Ronix has been my most challenging experience in the field of social media. My involvement with think tanks and other platforms has given me a strong presence in international sales of Ronix products, which has helped me grow significantly. I also cooperate closely with people who have high literacy levels, so their knowledge has been very influential in my progress. Because Ronix sells its products in many countries, I have gotten to know the target audience in each of those countries. These insights were fantastic for formulating strategies

مدیر سنو

۱۳۹۹ خرداد تا بهمن ۱۴۰۱ | It's here delivery

- Developed and executed comprehensive SEO strategies to increase organic traffic and improve search engine rankings for the company's website and mobile app.
- Conducted thorough keyword research, competitor analysis, and market trends to identify growth opportunities and optimize content for maximum visibility.
- Collaborated with cross-functional teams, including marketing, content, and development, to implement on-page and off-page SEO best practices.
- Monitored and analyzed website performance using tools such as Google Analytics and Search Console to track key metrics and generate actionable insights.
- Oversaw the creation and optimization of compelling content, including blog posts, landing pages, and product descriptions, to enhance the overall user experience and drive conversions.
- Utilized technical SEO strategies to improve website speed, mobile-friendliness, and site architecture for better search engine crawling and indexing.
- Implemented link building campaigns and outreach initiatives to acquire high-quality backlinks from authoritative websites and enhance domain authority.
- Stayed up-to-date with the latest SEO trends, algorithm updates, and industry best practices to ensure the company's SEO efforts remained cutting-edge and effective.
- Conducted regular SEO audits to identify areas for improvement and provided actionable recommendations to optimize website performance.
- Led regular reporting and presented performance metrics to stakeholders,



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انگلیسی (حرفه‌ای)

فارسی (زبان مادری)

highlighting the impact of SEO efforts on key business objectives.

Master Of Digital Marketing & Ads

اردیبهشت ۱۴۰۲ تا حالا | Tehran Institute of Technology

As the WordPress and SEO instructor at the Tehran Technical Complex, I covered essential WordPress principles, guiding students through website development and optimization. In SEO, I explored on-page/off-page strategies and evolving search algorithms. My approach emphasized a strategic understanding, encouraging a questioning spirit. Students applied knowledge to real projects, showcasing tangible results. My role aimed not just at imparting skills but also fostering a mindset of continuous learning in the dynamic digital landscape.

SEO & Digital Marketing Manager

هوش مصنوعی خودنویس | مرداد ۱۴۰۱ تا حالا

Planned and executed digital marketing campaigns to drive website traffic and increase online sales.
Utilized SEO techniques to improve search engine rankings and drive organic traffic to the website.
Developed and maintained social media strategies to build brand awareness and engagement.
Monitored and analyzed website analytics to identify opportunities for optimization and growth.
Managed online advertising budgets and implemented targeted ad campaigns to reach the desired target audience.

سوابق تحصیلی

mathematics (دیپلم)

۱۳۸۸ تا ۱۳۹۲ | National Organization for Development of Exceptional Talents

Computer Engineering (کارشناسی)

۱۳۹۲ تا ۱۳۹۶ | Samsun university

مهارت‌های حرفه‌ای

دیجیتال مارکتینگ . SEO . سئو . digital marketing . بازاریابی دیجیتال .
Social Media Manager . مدیریت شبکه های اجتماعی . Social Media .
instagram . اینستاگرام . سوشال مدیا . LinkedIn . facebook . pinterest .
Social Media Tools



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