



Arian

Mahboobi

Digital Marketing Expert

EDUCATION

MBA - MARKETING

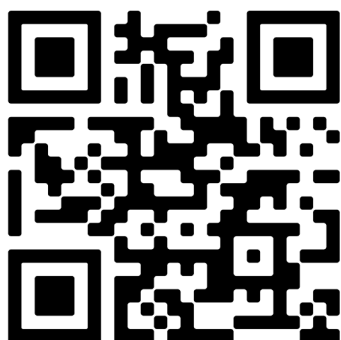
2016-2019


University of Tehran

CONTROL ENGINEERING

2010-2015

K. N. Toosi University of
Technology



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ABOUT ME

Goal-oriented digital marketer with +3 years of experience managing and executing successful marketing campaigns across multiple online channels. A performance marketer who is passionate about KPIs and growing lead generation efforts. Strong marketing professional skilled in tracking tools like Google Tag Manager and Google Analytics and experienced in SEO and social media marketing. I like working with numbers, and optimizing funnels and channels excites me.

EXPERIENCE

Optimark - Founder | Since Oct 2021

- Idea, design, and implementation from scratch.

Freelance digital marketer | Since 2018

- Worked with brands like Trulux, Digikala, DigiWash, Sarrafeh, etc.

Agah - Marketing Specialist | 1 year since Mar 2021

- Managing marketing campaigns and reporting to CEO.

Tapsell - Campaign Manager | 9 Months since Jun 2020

- Managing native and display campaigns of more than 20 accounts.

Websima - Digital Marketing Specialist | 1 year since Jan 2016

- Content creation, SEO, SMM and writing business proposals.

COURSES

- Google Tag Manager at Novin Academy
- Google Ads at Novin Academy
- SEO at Websima Academy
- Google Analytics at Lynda (now known as LinkedIn Learning)
- Adobe Photoshop at Khajuei.com
- Google Analytics, Search Console and Email Marketing at Faranesh.com
- Excel, Adobe Premiere pro, Adobe Illustrator, Adobe Audition at Faradars.org