



Shayan Shirmohamadi

Ref : C1557-502

Years of experience: 6 years
Head of Digital Marketing
Avang

Age:
30 years old

Marital status:
Single

Military Service:
Exempt

Current Location:
Iran, Tehran

Salary expectation:
Negotiable

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WORK EXPERIENCE

PRESENT



Head of Digital Marketing . 5 mos

Avang . Iran. Tehran . Tehran

MAR 2025

- Plan and execute multi-channel digital campaigns for branding and new product launches.
- Plan and manage Digikala campaigns, optimizing brand visibility on the platform.
- Design and execute influencer marketing campaigns focused on brand building.
- Lead Avang's social media team with 218K followers, producing brand-aligned content.
- Oversee and improve Avang websites, ensuring content aligns with brand strategy
- Set and allocate digital budgets and campaign resources, focusing on performance optimization.
- Conduct continuous social listening to monitor brand health and refine campaigns based on insights.
- Key Avang brands: ADATA, Baseus, Neterbit, D-Link, Hiksemi, XPG, and LG.

MAR 2025



Head of Marketing and Branding . 1 yrs 2 mos

+ Continued collaboration as Digital Marketing Consultant (6 mos)

Faratarh Group . Iran. Tehran . Tehran

JAN 2024

- Led market research to identify customer needs and business opportunities.
- Implemented a unified CRM system for internal and external communications, significantly reducing customer response times.
- Oversaw website redesigns across the group, with a strong focus on user experience (UX).
- Contributed to rebranding projects: developed visual identity brand guidelines, and aligned messaging across all channels.
- Developed and executed multi-channel content strategies (web, blog, sponsored articles, social media) and measured their impact on traffic and lead generation.
- Managed social media channels, conducted ongoing social listening, and analyzed feedback to optimize messaging.
- Designed and executed strategic sponsored content to strengthen brand credibility in target markets.
- Ensured brand consistency across all digital platforms and optimized campaigns based on analytics.

JAN 2024



Head of Digital marketing and customer club . 11 mos

Mihan Retail Development Holding (Pars Ariaei - DailyMarket & WhaleMarket)

Iran. Tehran . Tehran

JAN 2023

- Redesigned customer loyalty processes for DailyMarket and WhaleMarket to increase repeat purchase rate and customer lifetime value (LTV), implementing personalized journeys based on segments.
- Developed social media content strategies to drive targeted follower growth, increase brand visibility, and support campaigns (DailyMarket Instagram: 103K, Whale Market: 64K).
- Conceptualized and defined requirements for analytical dashboards (competitor price monitoring, active product list comparison) and collaborated with BI and development teams for implementation.
- Designed and launched a store map/directory platform to analyze location potential.
- Created rules-based smart pricing dashboards to optimize discounts and enhance competitiveness.
- Continuously performed social listening to monitor brand performance and refine campaigns.

 <p style="text-align: center;">FEB 2023</p> <p style="text-align: center;">APR 2022</p> <p style="text-align: center;">NOV 2020</p> <p style="text-align: center;">APR 2022</p>	<p>Head of Marketing . 9 mos Sarzaminkharid Chain Stores (DailyMarket) . Iran. T ehran . Tehran</p> <ul style="list-style-type: none"> ● Optimized regional marketing costs, reducing marketing-to-sales ratio from 7% to 2% and then to 0.7%. ● Planned and executed seasonal and monthly campaigns to drive sales growth and increase foot traffic. ● Designed and executed the major "New Year, New Job with Daily Market" campaign (360° campaign: digital + nationwide outdoor). ● Launched the TV campaign "Daily Market – Quality and Discounts" in collaboration with Iran Novin Agency ● Managed platform partnerships with Snapp Express and Digikala Express: onboarding stores, improving store ratings/rankings to increase visibility, and boosting sales through express channels. ● Provided weekly and monthly reports to senior management. ● Led the marketing team and coordinated closely with suppliers, agencies, and internal departments. <p>Marketing and advertising Supervisor . 1 yrs 5 mos Sarzaminkharid Chain Stores (DailyMarket) . Iran. T ehran . Tehran</p> <ul style="list-style-type: none"> ● Plan and execute multi-channel campaigns (digital, print, SMS) with a focus on optimization and conversion rate improvement. ● Develop and enhance the customer loyalty program, including points system design and retention campaigns. ● Manage and allocate regional advertising budgets; monitor spending and provide weekly/monthly reports. ● Negotiate and manage contracts with suppliers and agencies for POSM and promotions, ensuring compliance with agreements. ● Create content calendars and lead the content creation and design teams. <p>Marketing & Advertising Specialist . 7 mos SarzaminKharid Chain Stores (DailyMarket) . Iran. T ehran . Tehran</p>
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EDUCATION



islamic azad university Bachelor(BSc/BA) -Computer & Information Sciences 2015 -2019
Software Engineering



islamic azad university Master (MSc/MA) -Business/ Commerce/ Management 2021 -
Marketing Management

TECHNOLOGY SKILLS

Campaign Management / Campaign Strategy	Advanced
Digital Marketing	Advanced
Digital Advertising / Paid Media	Intermediate
Budget Planning & Optimization	Advanced
Marketing Automation Tools	Intermediate
Google Search Console (GSC) Google Tag Manager (GTM) Google Analytics (GA)	Intermediate
Looker Studio / Power BI	Intermediate
AdTrace	Intermediate
Content Strategy	Intermediate
Consumer Behavior	Intermediate
Social Media Management	Advanced
Influencer Marketing	Advanced
UX & Website Optimization	Intermediate

LANGUAGE SKILLS

English Intermediate

CERTIFICATE

Digital Product Design Bootcamp . 2024
designwich.school .

Business Intelligence . 2022
Nikamooz .

Consumer behaviour . 2019
Ariana Industrial Research Group .

Brand creation and management . 2020
maktabkhoone .

Brand management(advanced level) . 2021
Edge Digital Branding Institute .

professional digital marketing management . 2022
Dehban Digital Marketing Academy .

about me

Digital marketing professional focused on data-driven, results-oriented strategies, with hands-on experience in multi-channel campaigns and successful product launches. Over six years, I have contributed to the retail, steel, and technology industries, leveraging these experiences to lead marketing strategies and deliver measurable results, including improved conversion rates.