

Ali Daryabak

Digital Marketing Manager



Summary

I'm an aspiring and diligent Digital Marketing Expert who helps people to achieve their goals in their businesses. My Mission is to grow businesses online and help businesses achieve their goals optimally. My Skills in this field are familiarity with all marketing channels and use all of them based on the needs of each business, as well as being data-driven, helps me to reach the KPIs of businesses by analyzing and optimizing. In addition to all of these, my personality traits are diligent, eager to learn, interested in sharing knowledge, very organized and punctual, great sense of responsibility and Self driven.

Experiences

Digital Marketing Manager

DrTamin

 09/2019 - ongoing  Tehran  Part Time

1. Manage DrTamin Digital Marketing Team which included 7 expertise
2. Implement digital KPIs and measure and improve it
Managing a digital marketing team including SEO team, digital marketing Team, Social Media team and graphics
Manage some general projects such as implementing a new UI & UX for Site
3. Connecting CRM to the site to implement retention marketing
4. Increase 20 times in sales rate through digital channels
Improve and optimize the best digital marketing channels and increase its input rate by 50% to 80%
5. Implement campaigns to attract new customers, return customers and also build customer loyalty
6. Implement CRO campaigns for measuring data about different parts of sites and any other conversions

Senior Digital Marketing Specialist

Digikala

 06/2019 - 07/2021  Tehran  Full Time

1. Implement install campaigns and optimize them based on data which tracking daily and monthly with specific KPIs like CPI, CPO, CAC
2. Decrease %40 CPO, Increase %10 organic install, increase %45 organic order, decrease %16 Paid install and increase %45 paid Order in 10 months for Fidibo application.
3. Increase %8 organic install, increase %60 paid install with steady CPI rate and increase %50 transactions in 10 months for Digipay application.
4. Organize ECRM task from different businesses like Digikala, Fresh, Digistyle, Fidibo, Digipay and Digikala Club
5. Use Insider Platform for running Journeys for app push, Email, web push and SMS and also cross platform and optimize journeys

Skills

Marketing Automation Google Ads
SMS Marketing Email Marketing
Customer Journey Optimization CRO
Social Media Digital Strategy SEO
Mobile Marketing Google Analytics
Target Setting Online Advertising
Growth Hacking Media Planning
Research

Education



Tarbiat Modares University
Master's degree - International Business Management



PNU of Damavand
Bachelor's degree - Business Management
2016 - 2012

Experiences

Senior Digital Marketing Specialist MrBilit

 03/2018 - 06/2019  Tehran ● Full Time

1. My achievements during this period were a 20% increase in number of users through customer acquisition campaigns, as well as a 50% increase in the number of app installations due to ASO and installation campaigns, which led to a 10% increase in sales
2. One of the other achievements of this period was the increase in the conversion rate of marketing channels between 2 and 5 percent, as well as important campaigns during this period, which increased sales by 20% compared to last month. In addition, the record number of ticket sales was broken during this period

Digital Marketing and SEO Specialist DenaTowzin

 06/2017 - 06/2019  Tehran ● Part Time

In Dena Towzin, I was in charge of some digital marketing and often SEO work. During this time, I work on some keywords that Dena Towzin needed to be ranked high on Google search

Given that Dena Towzin had just entered the online space, one of the most important things that happened to this business was to break the sales record of all their years of activity after 4 months of online activity and it was my first achievement in Digital Marketing

Digital Marketing Constultant Radar 361

 03/2019 - 06/2019  Tehran ● Part Time

Advise them choose the best Digital Marketing channels based on their budget and based on their campaigns
Advise to select appropriate KPIs to measure the performance of each channel.

Courses

Name	Year	Degree
Growth Hacking Foundations	2020	Yes
Google Ads Essential Training	2020	Yes
Advanced Branding	2020	Yes
SEO Foundations	2020	Yes
Online Marketing Foundations	2020	Yes
Learning Conversion Rate Optimization	2020	Yes
Advanced Google Analytics	2019	Yes
Google Analytics for Beginners	2019	Yes
ICDL 1&2	2018	Yes