



MAHDI ZAREI

Digital Marketing Strategist

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Tehran, Iran

EDUCATION

Bachelor of Electronic Engineering

Shahid Rajaei University
2019-2023

Altium, C++, FPGA

Georgia Northwestern Technical
College
2020 - 2022

EXPERTISE

Digital Marketing

SEO

Copywriting

Branding

Programming

LANGUAGE

English

Persian

Professional Summary

Dynamic and innovative professional with extensive experience in **digital marketing, SEO, and business leadership**. Proven success in **founding and managing ventures**, emphasizing **strategic planning, team leadership, and digital campaign management**. Possesses a unique blend of technical and marketing skills, adept at cross-functional team management and innovative problem-solving. Committed to continuous learning and adapting to new challenges, consistently delivering results that exceed business objectives.

Objective Statement

My mission is to leverage my diverse expertise in digital marketing, strategic leadership, and innovation to drive business growth and success. I am committed to applying my skills in SEO, PPC, and social media marketing to enhance online visibility and engagement, contributing to the overall achievement of organizational goals. As a lifelong learner and creative thinker, I aim to stay at the forefront of industry trends and technologies, continuously seeking opportunities for personal and professional development. My goal is to work in environments that value collaboration, integrity, and excellence, where I can make a significant impact and inspire others to achieve their best.



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SOFTWARE PROFICIENCY

- Photoshop
- Adobe Audition
- Google Sheets, docs, slides
- Microsoft Excel, Word
- Microsoft PowerPoint
- Microsoft Project Manager
- Microsoft Visio
- Xmind
- Project Management Platforms

SOFT SKILLS

- Effective Communication
- Adaptability and Flexibility
- Problem-Solving
- Creativity and Innovation
- Time Management
- Emotional Intelligence
- Critical Thinking
- Resilience and Perseverance

Experience

○ Oct 2023- Present
Rahro DM Agency | Tehran, Iran

CEO - Digital Marketing Strategist

At Rahro Agency, I lead digital marketing initiatives and team management, emphasizing innovative strategies and operational efficiency. My key achievements include a 40% YOY increase in customer engagement through planned meetings, project management oversight, and customized reports. and a 4:1 ROI through targeted marketing campaigns. I've cultivated a collaborative culture, contributing to 60% improvement in team performance. Additionally, my role in integrating advanced technologies has enhanced our service delivery, resulting in a more than 60% YOY increase in operational efficiency.

○ Aug 2022- Present
Alamut Branding Agency | Ozgol, Tehran, Iran

CEO - Brand Manager

As CEO of Alamut Agency, I focus on branding and system architecture, driving brand development and operational improvements. My role involves creating impactful branding strategies, managing comprehensive brand projects, and establishing strong client relationships that contribute to business growth and client retention.

○ 2022 - 2023
SEOTRONIC | Tehran, Iran

Founder

- Established and led SEOTRONIC, a company specializing in data-driven digital marketing solutions.
- Implemented successful SEO and PPC campaigns, significantly enhancing clients' online visibility and business growth.

In August 2023, SEOTRONIC underwent a strategic transformation. With a revised business model, comprehensive business plan, and reinvigorated branding efforts, a new enterprise was born from its foundation.

○ May 2021- May 2023
WebTS Programming and SEO company | Tehran, Iran

Co-founder - SEO Strategist

- Co-founded WebTS, a start-up focused on web designing, automation systems, software engineering, and IoT projects.
- Managed diverse projects, ensuring they were delivered on time, within scope, and to the highest quality standards.
- Played a pivotal role in business development, from conceptualization to execution, driving company growth and market penetration.

○ Jun 2021- Sep 2022
Safaremoon Travel Agency | Tehran, Iran

SEO Manager



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Skills and Expertise

Digital Marketing & SEO

Proficient with Google Analytics, PPC campaigns, SEO, Social Media strategies, and utilizing tools like Tag Manager and Search Console for optimizing digital presence and user engagement.

Branding & Marketing

Experienced in creating and implementing comprehensive branding and marketing strategies to strengthen market position and consumer perception.

Content Creation & Management

Experienced in producing diverse content, including audiobooks, written content, and managing multiple social media platforms for brand growth and engagement.

Programming & Web Development

Skilled in Python, C++, JavaScript, HTML/CSS, SQL and WordPress development, enabling efficient website creation and maintenance.

Analytical Skills

Strong ability to analyze market trends, consumer behavior, and campaign effectiveness to drive marketing strategies and business decisions.

Leadership & Team Management

- Team Management (Experience managing teams of up to 20 people)
- Agile Methodologies (Scrum Master expertise)
- Leadership in High-Pressure Environments
- Employee Training and Development
- Change Management and Innovation
- Cross-functional Team Coordination

Entrepreneurship & Business Management

- Extensive experience in establishing and leading businesses, covering all facets from conceptualization, strategic planning, to financial management.
- Adept at overseeing operations, ensuring efficiency, and managing resources effectively to maximize business performance.
- Strong focus on innovation and continuous improvement, consistently seeking new approaches to enhance business processes and customer satisfaction.
- Business Process Optimization
- Authoritative Knowledge in Systemization (Author of a book on business systemization)
- Strategic Business Planning (Influenced by MBA studies)
- Organizational Development (Focused on systemizing business processes)

Event & Sales Experience

- Demonstrated ability to negotiate contracts and close deals, ensuring both client satisfaction and company profitability.
- Strong persuasive communication skills, adept at influencing decision-makers and building consensus.