

Shaghayegh Razvi

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Marketing & HR Associate

Ambitious Marketing & HR Associate with 2 Years of Experience in Talent Development, Digital Strategy, and Cross-Cultural Communication

Driving innovation through effective marketing and human resource strategies, I am a highly motivated professional with 2 years of experience in optimizing HR processes, enhancing employee engagement, and crafting impactful digital marketing campaigns. My passion lies in fostering cross-cultural collaboration, leveraging data-driven insights to drive decision-making, and implementing creative solutions to improve organizational efficiency. Proficient in managing diverse teams and adapting to dynamic environments, I thrive in roles that demand strategic thinking, continuous learning, and measurable outcomes. Fluent in English and Italian, I am eager to contribute to forward-thinking organizations that value growth, inclusivity, and innovation.

Key Skills & Expertise

Marketing & Digital Strategy: Content Marketing & Social Media Strategy • Market Research & Customer Analysis • SEO, Google Analytics & Campaign Management • Brand Positioning & Storytelling • Digital Tools (e.g., Canva, Google Ads, CRM Platforms)

Soft Skills: Cross-Cultural Communication • Strategic Thinking & Problem-Solving • Leadership & Team Collaboration • Time Management & Prioritization • Creativity & Adaptability

Work Experience

parsian Hefaz

May 2022 – Present

Persian Hefaz is a manufacturing company specializing in the production of doors and windows, employing over 60 workers.

Marketing & Strategy Intern

- Developed and executed a comprehensive content marketing strategy, leveraging data insights to increase social media engagement by 25%.
- Conducted in-depth market research, analyzing customer trends and competitive benchmarks to refine marketing campaigns, boosting conversion rates by 20%.
- Implemented SEO strategies to optimize website content, resulting in a 15% increase in organic traffic over 3 months.
- Collaborated with a cross-functional team to design and test innovative digital marketing initiatives, improving brand visibility among target audiences.

Raha Teb

Jan 2020 – March 2021

Raha Teb is a healthcare and medical equipment company dedicated to providing innovative solutions for patient care and medical operations, employing a diverse workforce across multiple departments.

Human Resources Assistant

- **Streamlined HR administrative processes**, including updating employee records and digitizing payroll systems, reducing manual errors by 30%.
- **Coordinated recruitment efforts**, managing job postings, screening candidates, and scheduling interviews, leading to a 20% faster hiring process.
- **Assisted in designing employee engagement programs**, increasing participation in training sessions by 25% and improving retention rates.
- **Supported workforce planning** by analyzing departmental staffing needs and creating workforce optimization strategies that enhanced productivity.

Education & Certifications

M.Sc. Business Administration – Marketing Strategy & HR Management

University of Turin | 2024 – Present

- Research focus: **Digital Transformation in HR & Market Expansion Strategies**

B.Sc. Global Law and Transnational Legal Studies

University of Turin | 2021 – 2024

- Thesis: **"Iranian Women in Political and Legal System"**
- GPA: **26/30**

Certifications:

- **Leading: HR Management & Leadership Specialization** – Macquarie University (2025)
- **Digital Marketing** – Universidad de São Paulo (2025)
- **The Strategy of Content Marketing** – University of California, Coursera
- **Entrepreneur's Guide for Beginners** – University of Barcelona, Coursera
- **International Leadership & Organizational Behavior** – Bocconi
- **Global Diplomacy** – University of London

languages

Persian (Native)

English (C2 – Mastery/Proficient)

Italian (B1 – Intermediate)

"I hereby authorize the processing of my personal data in accordance with Article 13 of EU Regulation 2016/679 (GDPR) and applicable local data protection laws for the purposes of recruitment and selection processes."