

Arsham Shafiei

Marketing Specialist | Delivering Measurable Growth Through Data-Driven Insights

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Professional Summary

Dynamic and results-driven marketing professional with a proven track record in developing comprehensive marketing strategies and executing successful campaigns. Skilled in market research, branding, sales planning, and marketing campaign design. Expertise in driving revenue growth through strategic sales plans, user-focused design, and customer retention initiatives. Passionate about leveraging SEO best practices and mobile-friendly web design to enhance online visibility, user engagement, and business performance.

Core Competencies

- **Market Research & Analysis:** Conducting market research to identify customer needs, trends, and competitors, shaping business strategies accordingly.
- **Marketing Plan Development:** Creating detailed marketing strategies with clear objectives, target audiences, tactics, and budgets.
- **Sales Strategy & Planning:** Designing sales plans that define goals, methods, and team roles to achieve revenue targets.
- **Campaign Design & Execution:** Designing and implementing engaging marketing campaigns across multiple platforms to drive engagement and conversions.
- **Branding & Identity Creation:** Developing strong brand identities and messaging that resonate with target audiences and foster brand loyalty.
- **Web Optimization & SEO:** Building responsive, SEO-friendly websites to increase web traffic and improve customer retention.

Professional Experience

Marketing & Strategy Consultant

Freelance | 2016 – Present

- Conducted market research and analysis to understand customer needs, identify market trends, and evaluate competitors, leading to targeted business strategies and product offerings.
- Developed comprehensive marketing plans outlining objectives, target audiences, tactics, channels, budgets, and timelines, ensuring all initiatives were aligned with business goals.
- Crafted tailored sales plans defining revenue targets, sales strategies, and team roles, leading to a 20% increase in sales for key clients.
- Designed and executed engaging marketing campaigns across multiple channels, including social media, email, and digital platforms, boosting engagement and conversion rates by 25%.

- Led branding efforts, from defining brand identity and messaging to designing marketing collateral, ensuring a consistent and compelling brand presence across all platforms.
- Built and optimized SEO-friendly websites, incorporating market insights to create user-focused designs that enhanced both traffic and user engagement.

Education

University of Surrey, Online

MSc Strategic Marketing (Planned Enrollment, Part-Time)

Aiming to develop advanced skills in strategy, market research, social media marketing, and sustainability marketing while continuing to work.

Accredited by The Chartered Institute of Marketing (CIM).

Duration: 24 months (Online, Part-Time)

University of Westminster, London, UK

Diploma of Higher Education in Software Engineering (Merit) | 2015

Golden Key Member

Certifications & Professional Training

- **Marketing & Sales Expert** (84-hour course, Score: 98/100) – Industrial Management Institute (2024)
- **Google IT Support** (Online) – Coursera (2023)
- **Customer Service Fundamentals** (Online) – Coursera (2023)
- **Digital Marketing** (Online) – Udemy (2023)
- **SEO Training** (Online) – Udemy (2022)
- **Project Management** – Farnborough College of Technology (2013)

Technical Skills

- **Marketing Tools:** Google Analytics, SEMrush, HubSpot, Hootsuite, Mailchimp
- **Web Design & Development:** HTML, CSS, JavaScript, PHP, MySQL, Magento, Shopify, SEO best practices
- **CRM Systems:** Salesforce, Zoho CRM
- **Marketing Expertise:** Digital Campaign Management, SEO/SEM, Content Creation, Social Media Marketing, Email Marketing, Analytics & Reporting

Additional Information

Full UK car driving license, UK passport, Willing to work remotely, hybrid, or in-office, Willing to relocate.