

Armin Parvin | Content and Copy Lead

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Content and Copy Lead with **5+ years of experience** generating demand and high-quality leads in SaaS and B2B Tech companies. Generated **\$12M+ in client revenue**, boosted email engagement (**open rate +52%**, **CTOR +5%**, **registration +194%**), and produced **content ranking #1 and #0**. Led content, email, and LinkedIn growth and strategy for startups and mid-sized firms across SaaS and B2B Tech from early to growth stages. Currently building expertise in the Web3, blockchain, and cryptocurrency space, connecting numbers to narratives, and translating data into insight and strategy.

WORK EXPERIENCE

Content and Copy Lead *Full-Time, Remote | Mar. 2023 – Nov. 2025*

Renee Content

- Generated **\$12M+ in measurable client revenue** through ROI-focused content campaigns.
- Mentored and led a team of 12 writers and marketers, overseeing their deliverables and providing feedback and training materials to maintain high quality, authentic voice, and brand alignment.

Content Marketing Mentor *Remote | Mar. 2023 – Nov. 2025*

ADPLList

- Mentored global marketers and founders through **80+ sessions** totaling **2,600+ minutes** of 1:1 guidance.

Guest Speaker *Remote | Apr. 2025*

ADPLList's 2025 Don't Settle Conference

- Delivered a **1-hour speech** on "**The \$100K Side Hustle Formula: A Step-by-Step Guide to Monetization.**"

Senior Email Marketing Manager *Full-Time, Remote | Nov. 2023 – Jan. 2025*

Roomvu | Vancouver, British Columbia, Canada

- Strategized, developed, and sent **cold emails to 1M+ leads weekly** and marketing emails to brokerages.
- Increased **weekly registration by 194%+** (from an average of 170 to an average of 500).

Product Marketing Manager, Technical Copywriter *Full-Time, Remote | Nov. 2022 – Jun. 2023*

Nordic Defender | Gothenburg, Sweden

- Initiated and conducted in-depth market analysis proactively to identify trends and competitive differentiators.
- Partnered with cross-functional teams to simplify complex cybersecurity concepts into white papers, press releases, case studies, blogs, articles, emails, LinkedIn posts, webpages, and landing pages.

Technical Content Writer *Full-Time, Remote | Apr. 2022 – Sep. 2022*

Cloudzy | Dubai, United Arab Emirates

- Wrote **blog posts ranking #1 and position zero on Google**, with **13+ min time on page**.
- Increased webpage and landing page **conversion rates by 3.7%**.

SKILLS

Marketing and Sales: SEO Content Writing | Email Marketing | LinkedIn Ghostwriting | Landing Page Copywriting | Webpage Copywriting | Direct-Response Copywriting | Sales Emails | Negotiation | B2B Sales

Finance: Macroeconomics | Cryptocurrency Analysis (Fundamental, On-Chain, Tokenomics, Technical) | DeFi | Risk and Portfolio Management

Languages: English (Native Proficiency) | Farsi (Native) | French (Elementary)

Tools: TradingView | Token Terminal | CoinMarketCap | DefiLlama | Tokenomist | RootData | Dune | Excel | Power BI | Metabase | GA4 | ActiveCampaign | Customer.io | Mautic | Ahrefs | Semrush

Soft Skills: Cross-Functional Team Leadership | Effective Stakeholder Communication | Team Collaboration | Adaptability | Quick Learning | Time Management

EDUCATION

Kharazmi University — BA, English Language & Literature

2017 – 2021