

// Summary of Skills and Qualifications

Creative and collaborative Digital Marketing Specialist with 5+ years of experience in website development, email marketing, lead generation, social media, and backlink creation. Trained in utilizing agile digital marketing strategies such as SOSTAC® and the RACE Framework. With a solid foundation in Excel, SQL, Big Query, and Google Analytics, I thrive in the dynamic world of digital marketing, where insights gleaned from data fuel strategic decision-making and propel businesses forward.

- Specialized in *Google Analytics*, *Google Ads*, *WordPress CMS*, Search Engine Optimization (SEO), and data analysis, resulting in at least a 40% increase in new user numbers
- Experienced Google Tag Manager, keyword researcher, heatmap analyst (Hotjar), and HTML/CSS user; creator of more than 20 websites and SEO of more than 50 keywords on a freelance basis

// Experience

Mar 2023 to Current | St. John's, NL

Digital Marketer | *HSANL* (<https://www.heritageshops.ca>)

- Develop strategies and related content for direct and digital marketing and advertising campaigns and implement them
- Assess characteristics of products or services to be promoted to determine the marketing and advertising needs of an establishment
- Develop, write, modify, integrate, and test Web site related code and Web application interfaces

June 2022 to Sept 2022 | St. John's, NL

Digital Marketer | *Sea fair Capital* (<https://seafaircapital.com>)

- Designed and developed a new WordPress website within 2 months (<https://ourbonfire.ca>)
- Implemented a keyword research project for more than 20 keywords to improve SEO
- Configured Google Analytics and Google Tag Manager to measure advertising ROI and track integration with social networking sites and applications

June 2021 to April 2022 | St. John's, NL

Webmaster | *Graduate Students' Union of MUN* (<https://gsumun.ca>)

- Proposed and redesigned GSU's website using WordPress and Photoshop to improve user experience, resulting in a 35% increase in site visits, a 10% decrease in bounce rates, and a 30% increase in site satisfaction as measured by KPIs available on Google Analytics

// Education

January 2021 to August 2022 | Memorial University of Newfoundland - St. John's, NL
Master of Computer Science (M.C.S.)

September 2011 to June 2013 | University of Omran and Tosee - Hamadan, Iran
Bachelor of Software Engineering (M.S.E.)

// Additional Certifications

Complete Google Ads Course | Hands on Google Ads & PPC 2023

Data Visualization & Dashboard Essentials (Coursera, 2022) | [Show Credential](#)

Google Analytics for Beginners (Google Analytics Academy, 2021) | [Show Credential](#)

Data Analytics Essentials (Coursera, 2021) | [Show Credential](#)

Excel Basics for Data Analysis (Coursera, 2021) | [Show Credential](#)

Digital Marketing Manager Program (Dehban Digital Marketing Academy, 2018)

Modules: Digital Marketing, Website Optimization, Google Analytics, Google Advertising, Digital Marketing Campaign Development, Digital Marketing Strategy

// Languages

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| • Persian
(Mother Tongue) | • English
(Professional) | • Azerbaijani
(Native) | • Turkish
(Intermediate) |
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// Reference

- Jane Severs | Director of Historic Sites Association of NL
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