

Sapan Shwan Salim

Email: sapan.siyani386@gmail.com

Birth: 27/11/1996

Phone: +964750 386 6226

Address: Erbil, Zhyar

Marital Status: Single

Nationality: Iraqi

Ethnicity: Kurd

EDUCATION QUALIFICATION & CERTIFICATIONS

- Finance and banking department at Cihan university 2014 – 2018

EXPERIENCE DETAILS

Digital marketing

Feb 2020 - Nov 2021

Divan Reklam

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners

Showroom manager

July 2018 - Feb 2020

ORMA Home

- Studying the features of all products on offer.
- Arranging stock in a manner that is both visually appealing and allows ease of movement.
- Ensuring that test models are set up and in outstanding condition.
- Training staff in effective sales and communication strategies.
- Supervising the use of test models to prevent damage.
- Negotiating prices and payment plans, and then closing sales.
- Advising Purchasers on items which ought to be restocked or removed from the catalog.
- Resolving strain and conflict between staff to promote a jovial and productive workplace.
- Documenting sales and rewarding employees for these accordingly.

SKILLS

Soft skills

- Project Leadership
- Strategic planning
- Clear communication skills
- Conflict management and resolution skills
- Flexibility in thinking and operating style
- Networking and building relationships
- Empathy for others

Technical skills

- High skills in using Microsoft Office Programs (Word, Excel, Visio . . .)
- Knowledge of wide range of Excel functions.
- Advanced Photoshop and Illustrator skills.
- Content Marketing
- Email Marketing
- Social Media Advertising
- SEO and SEM
- Content Creation
- Digital Media
- Storytelling
- Website/Landing Page Maintenance
- Research

Social media platforms

- Facebook
- Twitter
- Instagram
- LinkedIn
- Snapchat
- Tiktok

LANGUAGE

- **Kurdish:** Native Proficiency
- **English:** Conversational Proficiency
- **Arabic:** Conversational Working Proficiency

Hobbies

- Volleyball
- Meeting new people
- Swimming
- Traveling