



Zahra (Farnaz) Ramazani

Senior Campaign Manager

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Marital Status: Married

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Profile Summary

With 3 years of experience in managing advertising campaigns, responsible and interested in engaging with audiences, I am looking for new challenges in a campaign manager role. My abilities include precise planning, creating effective strategies, and experience working with cross-functional teams. My goal is to enhance your brand awareness and sales through engaging and innovative campaigns.



Work Experience

Senior Campaign Manager

Keepa

Tehran, Iran

November 2024 - Present

Tasks and Achievements

- Management and planning of advertising campaigns
- Evaluation and analysis of data obtained from campaign executions and providing comprehensive reports to managers
- Budget management and allocation of financial resources to support high-efficiency advertising campaigns
- Improving processes and advertising strategies based on customer feedback and market data analysis
- Collaboration with various teams including graphic design and analysts for the preparation and execution of multimedia campaigns
- Conducting coordination meetings with sales and advertising teams to align objectives and campaigns.
- Management and execution of successful advertising campaigns on social media with a 30% increase in user engagement.
- Managing campaign budgets and monitoring costs to maximize return on investment.
- Conducting several seminars and managing them as a sponsor
- Content creation for campaigns and advertising slogans
- Collaboration with the video production team and managing them

Senior Campaign Manager

Takhfifan and Net Barg

Tehran, Iran

April 2024 - October 2024

Tasks and Achievements

- Management and planning of Takhfifan advertising campaigns
- Evaluation and analysis of data obtained from campaign executions and providing comprehensive reports to managers
- Budget management and allocation of financial resources to support high-efficiency advertising campaigns
- Improving processes and advertising strategies based on customer feedback and market data analysis
- Collaboration with various teams including graphic design and analysts for the preparation and execution of multimedia campaigns
- Content creation for campaigns and advertising slogans

■ Campaign Manager

Snapp Food

Tehran, Iran

January 2022 - April 2024

Tasks and Achievements

- Management and planning of Snapp Food advertising campaigns
- Evaluation and analysis of data obtained from campaign executions and providing comprehensive reports to managers
- Budget management and allocation of financial resources to support high-efficiency advertising campaigns
- Improving processes and advertising strategies based on customer feedback and market data analysis
- Collaboration with various teams including content creation, graphic design, and analysts for the preparation and execution of multimedia campaigns
- Management and execution of successful advertising campaigns on social media with a 30% increase in user engagement.
- Analyzing and reviewing campaign performance for marketing strategy improvements and achieving campaign goals.
- Collaboration with the creative team for content design and delivering targeted messages to specific audiences.
- Managing campaign budgets and monitoring costs to maximize return on investment.
- Conducting coordination meetings with sales and advertising teams to align objectives and campaigns.

■ Sales and Marketing Specialist

Teras Construction Company

Tehran, Iran

October 2018 - March 2019



Education

■ Master of MBA

Branch: Marketing

Institute/University: University of Tehran

Tehran, Iran

2022 - 2023

GPA: 18

■ Senior Communication Marketing

Snapp Food

Tehran, Iran

July 2021 - December 2021

Tasks and Achievements

- Managing public relations with media and special individuals to increase brand visibility
- Developing and implementing marketing strategies to attract new audiences and increase customer engagement
- Preparing and organizing advertising content and suitable messaging for target groups
- Tracking and measuring the performance of advertising campaigns and reporting to brand managers

■ Bachelor of Public Management - Organizational Behavior

Institute/University: Azad University, West Tehran

Tehran, Iran

2019 - 2021

GPA: 18.70

■ Bachelor of Civil Engineering

Institute/University: Al-Tah Institute of Higher Education

Tehran, Iran

2016 - 2018

GPA: 18



Skills

❖ Campaign Marketing

❖ Campaign Planning

❖ Campaign Report & KPI

❖ Data Analysis

❖ Google Advertising

❖ Market Research

❖ Competitor Analysis

❖ Digital Marketing

❖ Online Advertising

❖ Budgeting

❖ Campaign Design

❖ Web Engagement

❖ Event Organizer



Language

■ English

Reading ■■■■■□

Writing ■■■■□□□

Speaking ■■■■□□□

Listening ■■■■□□□

■ German

Reading ■■■■□□□

Writing ■■■□□□□

Speaking ■■■■□□□

Listening ■■■□□□□



Certificates

■ Completed Planning & Data Course

Institute: Snapp Food

April 2023

■ Completed Introductory Google Ads Course

Institute: Maktabkhooneh

March 2024

■ Data Analysis

Institute: Maktabkhooneh

August 2024



Projects

■ Hosting a Campaign Training Webinar for Mars Marketing Accelerator

For: Mars Company

July 2024

Training from scratch on campaign design and analysis

■ Cash Back Campaign

For: Snapp Food

January 2023

- Campaign manager and ideator in the first cashback project of Snapp Food
- Significant increase and new record in customer return rates

■ Presence or Absence Advertising Campaign

For: Snapp Food

February 2023

- Active participation in the central team of the Presence or Absence project
- The largest environmental and media advertising campaign of Snapp Food to date

■ Review and Analyze Dynamic Discount in Marketing

For: Snapp Food

April 2022

- Defining and setting milestones and targets in marketing

■ Campaign Manager in Projects across 15 Provinces

For: Snapp Food

November 2023

- Managing campaigns in Iran's metropolitan areas
- Planning for Snapp Food's entry into over a hundred new cities within a year

■ Management of Cosmetic and Beauty Product Campaigns

For: Snapp Food

November 2023

- Ideation and initiation of advertising campaigns in the field of cosmetic and hygiene products

■ Management of Coffee Line Campaigns and Related Products in the Snapp Food App

For: Snapp Food

January 2024

- Over 30% growth in sales of coffee-related products within a two-week period

■ Hosting DM Board Conference

For: Keepa

January 2025

Branding and marketing

■ **Hosting Employer Branding Conference**

For: Keepa

November 2024

Branding and marketing

■ **Hosting Headline Conference**

February 2025

Branding and marketing



Social Network

 Farnaz Ramezani