



# NILOOFAR BIGDELI

Social Media Specialist

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## PROFESSIONAL SKILLS

### ● Social media tools:

LinkedIn Ads | Facebook  
Business Suite | Hootsuite |  
Sprout Social

### ● Digital marketing tools:

Google Analytics 4 | Google  
Tag Manager | SEO | HubSpot

### ● Content creation tools:

Adobe Photoshop | Adobe  
After Effects | Adobe  
Premiere | Canva

### ● UX/UI design: Adobe XD | HTML | CSS

## PROFILE

As a seasoned digital marketer with a focus on social media and content creation, I bring more three years of experience in the digital marketing realm. Currently, I am exploring opportunities within Sweden's digital marketing landscape, aiming to utilize my skills to drive impactful outcomes and appealing content.

## WORK EXPERIENCE

### ● Social Media Specialist

04/2021 - 10/2022 | [Loop54 \(FactFinder\)](#)

- Managed company SoMe accounts on [LinkedIn](#), [Twitter](#), and [Facebook](#), overseeing content strategy and execution.
- Provided monthly content kits, ensuring consistent and engaging posts across platforms.
- Analyzed posts' performance, leveraging data to optimize future content strategies.
- Utilized cross-functional collaboration on SoMe campaigns, resulting in a >2x increase in CTR and a 20% decrease in CPC compared to previous campaigns.
- Achieved significant improvements in KPIs within one year, including a remarkable 114% increase in engagement, and 72% boost in impressions.

### ● Social Media Marketing Specialist

11/2018 - 03/2019 | [Inverse Digital School](#)

- Social Media Manager with a primary focus on [Instagram](#) and [YouTube](#) platforms.
- Developed and executed the monthly social media strategy, planning and creating appealing content to boost engagement and enhance brand visibility.
- Implemented effective micro-influencer marketing campaigns, driving a notable increase in website visits and expanding the company's online presence.

### ● Digital Account Manager

02/2017 - 09/2018 | [Boomrang Digital Marketing Agency](#)

- Overseeing the social media presence of multiple companies (e.g., [Sunich](#), [Castrol](#)), each with unique objectives with a focus on Instagram.
- Developed content plans tailored to each company's specific goals.
- Facilitated communication with content creators to maintain high-quality content.
- Effectively supervised communication with users, fostering positive interactions and brand loyalty.

## PERSONAL SKILLS

Digital Fluency  
Collaborative Team Player  
Positive and adaptive thinking  
Attention to Detail  
Cross-Cultural Competence

## LANGUAGE

**English** - Professional working proficiency  
**Swedish** - Basic knowledge  
**Persian** - Native

## EDUCATION

- **Digital Marketing Specialist**  
2023 | Sälj & Marknadshögskolan | Sweden
- **Masters of science in Executive MBA**  
2016 – 2018 | Allameh Tabataba'i University | Tehran, Iran
- **Bachelor of science in Management**  
2011 - 2015 | Payame Noor University | Tehran, Iran

## CERTIFICATES

- ChatGPT Prompt Engineering (2023)
- Foundations of Digital Marketing and E-commerce (2023)
- The Ultimate SEO Training 2022 + SEO For WordPress Websites (2022)
- Master Google Analytics 4 and GTM basics (2022)

## OTHER RELEVANT EXPERIENCE

- **Event Manager**  
Boomrang digital marketing agency
  - Managed and coordinated multiple marketing events, strategically inviting loyal customers of our clients as well as social media influencers.
  - Designed engaging games and entertainment activities, aiming to enhance our clients' social media presence and foster stronger connections with customers.
- **Business Development Manager**  
Banowin
  - Co-founded an eCommerce startup called Banowin with a mission to empower women in Iran who were unable to work in traditional social roles by providing a platform to sell their handmade products or food online.