



# Niloofar Bigdeli

Digital Marketing Specialist

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## About me

As a digital marketing specialist with 4 years of experience, I excel in developing and implementing strategies that drive brand awareness and increase online engagement. I specialize in SEO, social media marketing, content marketing, and analytics, leveraging data-driven insights to optimize campaigns and deliver measurable results. My goal is to help businesses grow their digital presence and achieve their marketing objectives efficiently.

## Professional skills

### SoMe Management and Analytics

Social Media Management: Paid ads, organic social, Hootsuite, Sprout Social, Trello  
Analytics tools & SEO: Google Analytics 4, Google Tag Manager, SEO

### Creative Design and Web Development

Graphic Design & Video Editing: Adobe Photoshop, Adobe After Effects, Adobe Premiere, Canva  
Web design: Wix, Hubspot

### Digital marketing specialist

11/2023 – Present, Piipll

Delivering monthly content kits for consistent, engaging posts on multiple platforms.  
Creating content for Social Media channels according to the company's marketing and brand strategy.  
Analyzing post-performance to optimize future content strategies.  
Engaging in paid social to increase brand visibility.  
Implementing GA4 and GTM to track user engagement and campaign performance.  
Using Wix to edit and redesign the website for better visual appeal.  
Conducting comprehensive SEO and crafting content that aligns with targeted seed keywords.

### Social media specialist

04/2021 – 10/2022, Loop54 (FactFinder)

Managed company SoMe accounts on LinkedIn, Twitter, and FB, 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.  
Cross-functional collaboration on social media campaigns led to a doubling of the CTR and a 20% reduction in the CPC compared to earlier 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 Management 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.

## SoMe and Community 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.

## 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.

### Account 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.

## Educational & Professional Qualifications

### Education

Digital Marketing Specialist: 2023, Sälj & Marknadshögskolan

Executive Master of Business Administration: 2016 – 2018, Allameh Tabataba'i University, Iran

Bachelor of science in Management: 2011 - 2015, Payame Noor University, Iran

### Certificates

Marketing with TikTok

Foundations of Digital Marketing and E-commerce

[The Ultimate SEO Training + SEO For WordPress Websites](#)

[Master Google Analytics 4 and GTM basics](#)

[ChatGPT Prompt Engineering](#)

### Language

English - Professional working proficiency

Swedish - Intermediate

Persian - Native

## Soft Skills

Effective communication

Analytical thinking

Creativity

Adaptability

Team collaboration

