



NILOOFAR BIGDELI

Social Media Specialist



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[Portfolio](#)

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

● Digital Marketing Specialist

11/2023 - Present | [Piipli](#)

- Delivering monthly content kits for consistent, engaging posts on multiple platforms.
- Creating visual content for Instagram, LinkedIn, and TikTok.
- Analyzing post-performance to optimize future content strategies.
- Engaging in paid social to increase brand visibility.
- Creating strategies to effectively grow and engage the community.

● 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.
- 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.

EDUCATION

Digital Marketing Specialist

2023 | Sälj & Marknadshögskolan | Sweden

Executive Master of Business Administration

2016 – 2018 | Allameh Tabataba'i University | Tehran, Iran

Bachelor of science in Management

2011 - 2015 | Payame Noor University | Tehran, Iran

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



● 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.

CERTIFICATES

● ChatGPT Prompt Engineering

● Foundations of Digital Marketing and E-commerce

● The Ultimate SEO Training + SEO For WordPress Websites

● Master Google Analytics 4 and GTM basics

● Marketing with TikTok

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.