



RAHMANI MELIKA

GRAPHIC & WEB DESIGNER - FRONT END DEVELOPMENT - DIGITAL MARKETING

CONTACT

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EDUCATION

DOCTORATE OF BUSINESS
ADMINISTRATION

allameh university

2025 - Present

Master of Business Administration

AZAD UNIVERSITY

2022 - 2024

SKILLS

- Digital marketing management
- Content creation
- Graphic design
- Video editing
- Web design
- CSS , HTML
- Javascript
- JQuery , Ajax
- Bootstrap , Flexbox
- LESS , SASS
- Wordpress
- PHP

PROFILE

I'm a Front-End Developer, Graphic Designer, and Digital Marketer with a passion for crafting visually engaging and user-friendly websites. With expertise in HTML, CSS, JavaScript, and WordPress, I build responsive sites that not only look great but also perform seamlessly across devices. My background in graphic design helps me create impactful visuals that elevate brand identity, while my knowledge of digital marketing ensures that every project is optimized for reach, engagement, and conversion.

WORK EXPERIENCE

Digital Marketing, SEO and Web Designer, Graphic Designer

PSP

2025/01 - PRESENT

- Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- Design, development and improvement of the websites:
- [bisetoondairy.com/](#) [filteralborz.ir/](#) [psp-holding.com/](#) [zimidco.com/](#) [iranianfalat.com/](#) [yonardandeh.com/](#) [niawarangt.com](#)
- Optimized company website to improve engine ranking, user experiences and conversion rates.
- Managed digital projects from initial concept through final implementation and live monitoring.
- Created reports on digital marketing efforts using analytics tools to track and measure digital marketing success for management.
- Created social media content with innovative brand messaging to support new product launches.
- Implemented new strategies to improve click-through rates and conversion.
- Increased brand awareness with ambassador partnerships and targeted email campaigns.
- Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences.
- Evaluated market trends to stay current on consumer and competitor changes.
- Generated reports to monitor and analyze website performance, search engine rankings, or domain authority.
- Researched and analyzed industry trends to inform search marketing strategies.
- Created customized marketing materials to increase product awareness.
- Helped clients develop website portals and social media pages to promote businesses.

- Search engine optimization
- Google Trends
- Advertisement report
- Google analytics
- Keyword research
- Testing and optimization
- search console
- google ads
- CRM
- Data analytics
- Competitor analysis
- Report preparation
- Customer segmentation
- Promotional planning
- Brand strategy
- Digital sales tracking
- Collaborative teamwork
- Customer engagement
- Email marketing campaigns
- Marketing programs
- UX/UI Design
- Figma , Figjam
- Adobe Photoshop
- Adobe Illustrator
- after effects
- premiere
- lightroom
- Microsoft Excel
- Powerpoint
- Trello
- Miro
- Jira
- Git & GitHub & vercel
- Balsamiq & notion & canva
- Project management
- Communication Skills
- Problem Solving
- Scrum
- Analytical Skills
- Team leadership
- Accuracy and attention to detail
- Responsibility and stress resistance

- Collaborated with designers, copywriters and developers, creating effective search marketing campaigns.
- Conducted market research and competitor analysis to inform search marketing strategies.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Created content strategies for digital media.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Monitored and evaluated website analytics to identify trends and opportunities for improvement.
- Optimized website content and images to improve search engine rankings.

Digital Marketing Specialist pasargad

2022/08 - 2025/01

- Instagram post and story design
- Logo design
- Production of textual and visual content
- Finding ideas
- Spearheaded production of page content such as visuals and text copy to meet project specifications.

Front End Developer pasargad

2021/08 - 2025/01

- Website design and development paascoplus.com.
- Collaborated with designers and back-end developers to implement user interfaces and functionality
- Conducted cross-browser compatibility testing and resolved any issues
- Implemented tracking and analytics tools to monitor website performance and user behavior
- Produced websites compatible with multiple browsers.
- Coded using HTML, CSS, and JavaScript to develop features for both mobile and desktop platforms.
- Contributed to projects within Scrum project management environments.
- Spearheaded production of page content such as visuals and text copy to meet project specifications.
- Employed coding practices based on commonly accepted standards to establish site layout and user interface.
- Developed user-friendly web forms with validation and error handling.
- Optimized web applications for speed, scalability and security.
- Developed user-oriented visuals and features using front-end languages to increase site traffic.
- Delivered user support to clients to train, educate and answer questions.
- Crafted SEO strategy and intuitive interface for site to achieve prominent rankings across top browser platforms.
- Boosted web traffic by improving navigation and rectifying bottlenecks.

- Initiative and commitment to company's activities
- Continuous pursuit of development
- Positive thinking and energy
- Honesty and diligence
- Creativity and resourcefulness
- The ability to learn quickly
- Quick information retrieval

LANGUAGES

- English

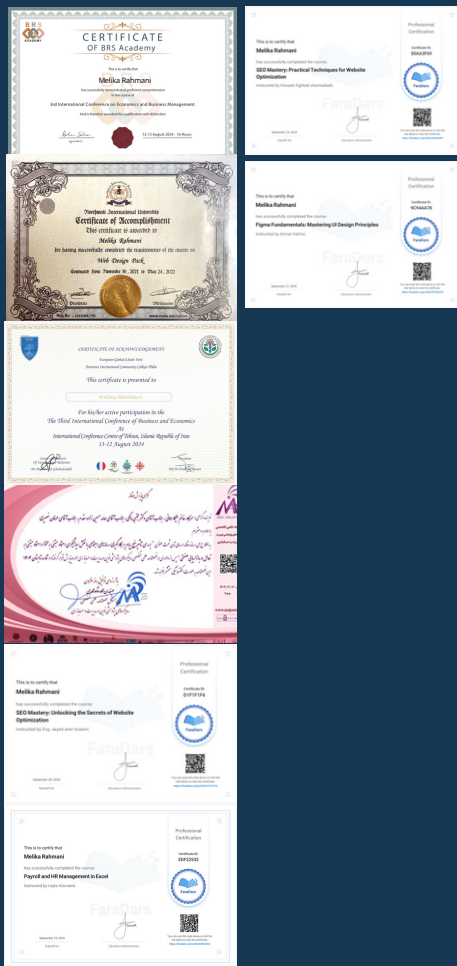
COURSES

2021 - 2022

• GLOBAL KNOWLEDGE VILLAGE

- Comprehensive website design course
- PHP programming course
- Human Resources and Payroll
- SEO Mastery

CERTIFICATES



- Collected, defined and translated user requirements into project designs and implementation plans.
- Conceived and built optimized landing pages in HTML and CSS for integration and cross-browser compatibility.
- Took concepts and produced design mockups and prototypes to strengthen designs, enhance user experiences and improve site interactions.
- Collaborated with in-house web designers to create sleek and innovative UI design.

Product management Intern productplan

2023/07 - 2023/09

- PRD Design
- MRD Design
- Product cycle
- Market Research
- Strategic Planning
- Addressed product-related questions by reviewing reports to provide informed responses.
- Researched competitive landscape to report key insights on market leaders.
- Evaluated data to find actionable insights and make product recommendations.
- Worked closely with product management team to learn daily duties.
- Assisted with customer needs and resolved problems to maintain business relationships.
- Established, initiated and optimized business development strategies based on company targets, product specifications, market data, and budget factors.
- Led team of marketing professionals, offering mentoring and coaching to build knowledge and skills.
- Conducted market research to identify new opportunities and target markets.

web developer starsportshop

2023/02 - 2023/04

- Implementation of starsportshop.com store site with WordPress
- Planned website development, converting mockups into usable web presence with HTML, JavaScript, AJAX coding.
- Oversaw back-end development using PHP to maintain website integrity.
- Adhered to SEO best practices while designing sites.
- Engaged with clients to plan and optimize site issues and queries.
- Designed and executed security measures such as firewalls and encryption.