



RAHMANI MELIKA

DIGITAL MARKETING STRATEGY MANAGER

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

Digital Marketing Manager with a strong background in content strategy, web optimization, and integrated digital campaigns. Experienced in planning and managing end-to-end digital marketing initiatives, from strategy development to execution and performance analysis.

Led the digital presence and growth of multiple brands by managing website projects, social media strategies, and performance-driven campaigns. Passionate about using data, creativity, and strategic thinking to increase brand impact, conversion rates, and long-term business growth.

WORK EXPERIENCE

Digital Marketing Manager (SEO, Web & Creative)

PSP

2025/01 - PRESENT

- Led and executed the company's end-to-end digital marketing strategy across social media, SEO, website management, paid advertising, and email marketing, aligning all initiatives with brand and business objectives.
- Planned, developed, and optimized 10+ corporate and e-commerce websites (including Bisetoondairy, Filteralborz, PSP Holding, Zimidco, Iranian Falat, Yonardandeh, and Niawarang), improving user experience, site performance, and conversion rates.
- Defined and implemented SEO and search marketing strategies, resulting in up to 30-50% growth in organic traffic, improved keyword rankings, and increased domain authority across multiple websites.
- Managed digital projects from initial strategy and concept development through launch and live performance monitoring, ensuring timely delivery and alignment with marketing KPIs.
- Designed and executed performance-driven social media strategies, combining organic content and targeted paid campaigns to increase reach, engagement, and click-through rates (CTR) by 25%+.
- Led content and brand messaging strategy for social media and digital assets, supporting new product launches and maintaining consistent brand positioning across platforms.
- Implemented conversion rate optimization (CRO) initiatives, including landing page improvements and campaign optimization, increasing lead generation and conversion rates by 15-25%.
- Monitored, analyzed, and reported on digital marketing performance using analytics tools (traffic, engagement, conversion, SEO metrics), delivering actionable insights and strategic recommendations to management.
- Conducted market and competitor analysis to stay ahead of industry trends and consumer behavior changes, continuously refining digital strategies for higher ROI.

- 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

- Monitored and analyzed key web performance metrics including sessions, bounce rate, time on site, and conversion funnels, identifying trends and optimization opportunities.
- Led website optimization initiatives (content structure, on-page SEO, image optimization, internal linking, and UX improvements), resulting in improved search visibility and higher-quality organic traffic.
- Improved search engine rankings for priority keywords and landing pages, contributing to an estimated 20-40% increase in organic traffic across managed websites.
- Delivered regular performance and insight reports to management, translating analytics data into clear recommendations for strategic and tactical improvements.

Digital Content & Creative Strategy (Digital Marketing)

pasargad

2022/08 - 2025/01

- Led social media content and creative strategy for Instagram (posts and stories), ensuring alignment with brand positioning, campaign goals, and audience behavior.
- Oversaw the production of visual and written content, defining messaging frameworks and creative direction rather than focusing solely on execution.
- Directed brand identity development and consistency, including logo design and visual guidelines, to strengthen brand recognition across digital channels.
- Developed and managed content planning and ideation processes, generating data-informed ideas based on audience insights, trends, and campaign objectives.
- Spearheaded the creation of page-level content strategies (visuals and copy) to meet project requirements, marketing goals, and conversion objectives.

Website Strategy & Performance Management | Digital Marketing

pasargad

2021/08 - 2025/01

- Led the website strategy, design, and development for paascoplus.com, ensuring alignment with brand positioning, SEO objectives, and conversion goals.
- Collaborated with UI/UX designers and back-end developers to define requirements, oversee implementation, and deliver high-performing, user-friendly websites.
- Managed cross-browser and multi-device compatibility standards, ensuring consistent performance across desktop and mobile platforms.
- Implemented and monitored tracking, analytics, and user behavior tools to evaluate website performance, user journeys, and conversion funnels.
- Defined and executed SEO-driven website architecture and content strategy, contributing to improved rankings, organic visibility, and qualified traffic growth.
- Led website performance optimization initiatives, improving loading speed, navigation structure, and usability, resulting in increased engagement and reduced drop-off rates.
- Oversaw the creation of page-level content (visuals and copy) to meet marketing objectives, UX principles, and project specifications.
- Applied industry best practices in UX, accessibility, scalability, and security, ensuring sustainable and future-ready web platforms.
- Improved overall website traffic and user retention by identifying and resolving navigation bottlenecks and usability issues.
- Contributed to projects within Scrum-based environments, aligning web development timelines with broader digital marketing plans.

- 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
- Figma Fundamentals
- Power BI Mastery

CERTIFICATES



- Supported internal teams and clients by providing website training, documentation, and performance insights, enabling better use of digital platforms.
- Defined and oversaw the development of conversion-focused landing pages, ensuring usability, cross-browser compatibility, and alignment with campaign goals.
- Guided the concept, wireframing, and prototyping process to enhance user experience (UX), strengthen interaction design, and improve engagement and conversion performance.
- Collaborated closely with in-house UI/UX designers to deliver visually consistent, user-friendly, and brand-aligned interfaces across digital platforms.

Product management
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.