Ramin Khaligh

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Summary

Growth-focused product and marketing leader with over 8 years of experience in driving acquisition, engagement, and retention through data-driven strategy and cross-functional execution. Proven ability to lead hybrid teams of +20 across engineering, marketing, and business to launch high-impact features and campaigns. Successfully managed multi-million dollar go-to-market initiatives, scaling organic traffic, automating marketing funnels, and improving product performance. Passionate about building systems at scale, optimizing user journeys, and turning data into meaningful business growth.

Experience

Marketing Technology Lead   6/2024 to now
Wallex

- Directed a MarTech squad of 15 across engineering, content, SEO, QA, data, Performance—aligning on growth OKR & sprint cycles.
- Successfully launched 3 revenue-generating crypto product flows (e.g., Buy & Coin Price pages, OTC, Airdrop, Analysis page & UGC components), contributing to a 6-figure revenue increase.
- Achieved #1 ranking for 10+ high-value keywords, increasing organic traffic by 75%.
- Improved CTR by 30% through strategic content optimization and SERP enhancements.
- Identified and fixed key technical SEO issues, improving page load speed by 170% with major Core Web Vitals issues (FCP, LCP, CLS, TTI).
- Designed and launched "Margin League" crypto trading competition—attracting over 24,000 participants and reducing churn by 25%.
- Led marketing & dev collaboration on viral Airdrop campaign—reached 180,000+ token claims with 30,000+ comments and 85,000+ interactions.
- Spearheaded caching/CDN restructuring and automated redirects, improving uptime & speed stability.
- Increased user registration rate by 500% MoM via A/B testing.
- Led onboarding UX optimization, reducing drop-off rate by 20% and increasing trade activation rate by 5% and reduced time to activate by 300%.
- Improved average session time and engagement on pages from 20s to 95s with content and behavioral optimization.
- Enabled revenue attribution by source—proving that SEO drives >74% of platform revenue and 50% of new signups.
- Led app push & ref push campaigns targeting inactive users, resulting in a 40% increase in retention.

Senior Product Manager   6/2023 to 6/2024
Tabdeal Cryptocurrency Exchange   1 year
- Spearheaded a team of 10, formulating product strategy and roadmaps aligned with user needs, benchmarks, OKRs and insightful data analysis.
- Developed a cryptocurrency portfolio recommendation tool designed to emulate an e-commerce user experience, facilitating ease of purchase for newcomers to the cryptocurrency market. This innovative approach attracted substantial investment, with users collectively investing over $1.5 million, significantly surpassing business revenue targets and strategic objectives.
- Developed a Trading Tools Wizard tailored to guide users in selecting investment methods based on their trading knowledge, risk tolerance, and investment time horizon. This intuitive feature effectively directed customers to appropriate products that increased conversion rate by 7%.
- Implemented Business Intelligence (BI) dashboards to monitor product performance, revenue streams, and potential bottlenecks and used them in driving data-driven decisions, optimizing product health, and enhancing overall business value.
- Designed and implemented a sophisticated fraud detection system by analyzing user behavior, significantly reducing fraud and safeguarding business continuity.
- Streamlined KYC processes, cutting completion times by 35 seconds and by understanding of user issues, boosted conversion rates by 6% through targeted A/B testing.
- Rolled out a marketing automation system that elevated business commissions by 14%, decreased churn by 6% using WebEngage.
- Acquired 280K users in three months, achieving an 80% verification rate and a 20% activation rate, utilizing precise product marketing strategies.
- Reduced support contacts by 80% through comprehensive customer interviews and data analysis, improving service efficiency and improved app ratings from 3.8 to 4.1.
- Implemented an AI-based e-KYC system with face detection and speech recognition, increasing the CSAT score for KYC to 89%.

Technical Product Manager   10/2022 to 6/2023
Clarity Global   8 Months
- Conducted comprehensive analysis of telecom industry trends and service provider strategies. Spearheaded the development of OSS solutions adhering to TM Forum standards, focusing on network discovery, resource, asset, and service inventory management microservices.
- Enhanced team velocity by 30% through the creation and implementation of critical documentation, including Product Requirement Documents (PRDs), High-Level Designs (HLDs), and detailed roadmaps and sprint planning. This initiative improved cross-team communication and alignment significantly.
- Championed a culture of continuous improvement by integrating lean methodology, robust user feedback, and data-driven decision-making processes. These efforts led to a notable 25% increase in user satisfaction rates.
- Led a diverse team of 14 specialists, ensuring timely milestone delivery and a 40% improvement in user experience through comprehensive solution refactoring and redesign.

Product Marketing Manager   09/2021 to 11/2022
Huawei   1 years 2 months

- Led the development and optimization of the Huawei Retail and Huawei Customer Support applications, increasing user satisfaction by 30% and achieved business goals.
- Played a key role in developing Huaweimobilefarsi.com from scratch.
- Conducted market and competitor analysis, delivering strategies that reduced Customer Acquisition Cost (CAC) by 15%.
- Enhanced business growth by 60% through dynamic workshop presentations and robust partner relationship management.
- Crafted and executed a go-to-market strategy for Mobile and Laptop products that increased market share by 3% within five months through effective KPI monitoring and product lifecycle management.
- Awarded Huawei's Bright Star Staff of 2021.
- Managed Huawei's Nowruz Festival promotion (a 360-degree marketing), significantly enhancing brand awareness and sales through strategic marketing investments.
- Increased Mobile shop coverage by 40% in major cities and spearheaded marketing strategies that doubled sales figures for key products.

Associate Product Manager   08/2019 to 08/2021
                                              2 years

- Acted as the National Representative for Huawei Mobile Services (HMS), advising on Android development using non-Google APIs and cloud services.
- Performed comprehensive training sessions, increasing staff expertise and company revenue by 80%.
- Streamlined product development by translating client and user requirements into prioritized user stories, boosting customer satisfaction by 20% and reducing development iterations by 15%.
- Forged key partnerships and launched pioneering initiatives that enhanced the user experience for Huawei devices and services, notably with Snapp and Cafe Bazaar.

Product & Project Expert   04/2017 to 03/2019
Iran Telecommunication Company   2 years

Product and Marketing Associate   06/2016 to 05/2017
SG Global Group   1 year

Education

Babol Noshirvani University of Technology   2012 to 2016
B.Sc. Telecommunication Engineering
Project: NFC (near field communication technology) application in Fintech
National Robotics coordinator
IEEE member

Skill Highlights

Agile Project and Product management
Strategic and data-driven decision maker
A/B Test and experimentation
Sales and marketing Growth

Creative and out of the box thinker
Customer and business centric
Product discovery and analytics
User interaction and experience design

Languages

English: Advanced

Certifications

License and Course Provider

Software Product Management: Alberta University
Brand & Product Management: IE Business School
Agile Analytics: Virginia University
Project Management: Project Management Institute
Digital Marketing: LinkedIn Learning
Product Management: Product School
Product Management: LinkedIn Learning
Certified Product Analysis: Product School
Google Analytics: LinkedIn Learning
UI/UX: LinkedIn Learning

Tools

SQL, Power BI, Metabase
Google Analytics, looker studio, Search console, Google tag manager
Clarity, Hot jar
Figma, Notion
Web Engage, ECRM, ERP
Jira, Trello
Microsoft 365, Google Workspace