

# Reza Moradi

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## PROFESSIONAL SUMMARY

Accomplished Marketing Director with 2 years of progressive experience in Marketing. Demonstrated expertise in Growth Marketing, A/B Testing, Conversion Optimization with a strong track record of driving innovation and delivering measurable business results.

## CORE COMPETENCIES

Growth Marketing

A/B Testing

Conversion Optimization

User Acquisition

Retention

## PROFESSIONAL EXPERIENCE

### Marketing Director | NVIDIA

2023 - Present | Tel Aviv, Israel

- Spearheaded marketing initiatives that delivered 44% improvement in operational efficiency
- Led cross-functional teams of 12 professionals across multiple high-impact projects
- Architected and implemented Growth Marketing solutions resulting in \$270K annual cost savings
- Established best practices and mentored 4 team members, improving overall team productivity by 21%

## EDUCATION

### MS in Economics

McGill University | 2018

### Bachelor of Science in Economics

McGill University | 2016

## CERTIFICATIONS

- Salesforce Marketing Cloud
- HubSpot Content Marketing