



Mohammad Hosein Nadali

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SUMMARY

Seasoned professional with over 5 years of experience in digital marketing, specializing in crafting and executing strategies that drive business growth and enhance brand visibility. Proven track record of increasing social media engagement by 200% and boosting website traffic by 50% within six months. Expert in leveraging data-driven insights to optimize content across platforms such as Facebook, Instagram, LinkedIn, and Twitter. Proficient in creating compelling ad copy, designing engaging visuals, and targeting audience segments to boost conversions and foster community engagement. Adept at collaborating with cross-functional teams and stakeholders to align social media initiatives with broader marketing objectives. Committed to continuous learning and staying ahead of industry trends to deliver exceptional results.

EXPERIENCE

Digital Marketing consultant freelancer | Freelance

December 2019 - Present, Online

- **Developed and implemented comprehensive digital marketing strategies** across various platforms, emphasizing brand visibility, engagement, and conversions through integrated campaign administration.
- **Utilized sophisticated targeting techniques and optimization methods** to manage and optimize digital advertising budgets across platforms.
- **Leveraged current platform algorithms and features** to develop and execute content creation strategies incorporating AI-powered tools and popular formats (stories, segments, live sessions).
- **Utilized Google Analytics 4, Google Tag Manager, Grafana, and social listening tools** to establish comprehensive analytics frameworks and provide actionable insights via interactive dashboards.
- **Led community management initiatives with crisis management protocols**, maintaining brand reputation through real-time engagement and responsive response strategies.
- **Orchestrated influencer marketing campaigns and managed relationships** with 50+ creators, integrating user-generated content (UGC) to amplify brand authenticity and reach.
- **Established and optimized marketing automation workflows**, enhancing customer journey touchpoints and improving operational efficiency.

Senior Social Media Manager | Milli

January 2024 - November 2024, Tehran, Iran

"Milli" is an online platform for purchasing and trading of molten gold

- **Grew social media followers by 331%** (from 22K to 95K) and increased engagement rates by 200% in 3 months through strategic content and targeted campaigns across Instagram, Telegram, LinkedIn.
- **Optimized a \$20K monthly advertising budget**, reducing cost per acquisition by 187% and boosting conversion rates through data-driven campaign management.
- **Enhanced campaign performance by 30%** by developing dynamic dashboards using Grafana and Google Analytics 4 for comprehensive competitor analysis.
- **Streamlined workflow efficiency by 50% and reduced response times by 60%** by implementing and managing enterprise-level marketing tools.
- **Mitigated 15+ potential brand crises** with a 100% resolution rate by collaborating with PR specialists to establish effective crisis management protocols.

Social Media Marketing Consultant | Photomoto

May 2019 - September 2023, Online

- **Developed and implemented effective social media campaigns** engaging target audiences and generating leads, resulting in an average increase of 33% in client followers.
- **Enhanced campaign performance metrics**, boosting post reach by 10% and achieving a 39% improvement in click-through rates through data-driven targeting and market segment optimization.

Digital Marketing Specialist | Kaarmaan House

July 2022 - July 2023, Tehran, IRAN

- **Developed and executed social media strategies** across Instagram and LinkedIn to promote offerings, events, and memberships, growing followers by 20% and engagement by 200%.
- **Managed paid advertising campaigns on LinkedIn and Google**, optimizing for a 40% increase in conversion rates and lowering CPAs.
- **Analyzed social media, website, advertising, and email campaign data** using Google Analytics 4 and Google Search Console, identifying member demographics and behavior to better target business professionals and entrepreneurs.
- **Collaborated with various teams** to promote member events and new offerings, recommending website UX improvements and performing A/B testing for enhanced conversion rates.
- **Implemented Google Tag Manager and Google Analytics 4**, setting up custom dashboards and reports to analyze performance and manage marketing tags.

Digital Marketing Specialist | Kaarboard

May 2021 - May 2022, Tehran, Iran

- Executed social media strategies on Facebook, Instagram, and LinkedIn, achieving 200% year-over-year growth in followers and engagement.

- Managed SEM and SEO campaigns, lowering CPC by 10% and increasing organic traffic by 20%.
 - Created optimized landing pages and lead generation forms, resulting in a 300% increase in marketing-qualified leads.
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PROJECTS

[Set up & Configured Google Analytics 4 \(GA4\) and Google Tag Manager](#) | Myoga
[myoga.ir](#), November 2023 - November 2024

[Set up & Configured Google Analytics 4 \(GA4\) and Google Tag Manager](#) | YONO Solutions (Digital Marketing Agency)
[yonosolutions.com](#), October 2023 - October 2023

[Design and Setup GA4 for K-Café Website](#)
[k.cafe](#), February 2023 - February 2023

[Design and Setup GA4 Kaarmaan House Online Menu](#) | Kaarmaan House
[menu.kaarmaan.house](#), October 2022 - October 2022

EDUCATION

[Bachelor's degree, Civil Engineering](#) | Islamic Azad University North Tehran Branch
2021

CERTIFICATIONS

[Google Analytics 4 Masterclass](#) | Rahnama College
202420

[Advertising with Meta \(Facebook & Instagram\)](#) | Coursera
2023

[Google Digital Marketing & E-commerce Certificate](#) | Coursera
2022

[Google Analytics Certification](#) | Google
2022

[Foundations of Project Management](#) | Coursera
2022

[The Brand Map](#) | D'Arcy Benincosa
2021

[Copywriting - Foundr Online Course by Arman Asadi](#) | Foundr Online Course
2021

SKILLS

- **English:** Professional Proficiency
- **Persian:** Native
- **Spanish:** Basic

Soft Skills

- Strategic thinking
- Client communication
- Project management
- Adaptability
- Attention to detail
- Leadership
- Crisis management
- Stakeholder communication
- Strategic planning
- Community management

Hard Skills

- Campaign strategy development
- Performance marketing
- Data analysis
- A/B testing
- Conversion rate optimization
- Social media strategy
- Content planning and creation
- Influencer management
- Paid social advertising
- Performance analysis

- **Analytics & Tracking:** Google Analytics 4, Google Tag Manager, Google Search Console, Google Looker Studio, Microsoft Clarity.
- **Marketing Tools:** Google Ads, Telegram Ads, Meta Ads, Buffer, Hootsuit, Sprout Social, SEMrush
- **Content & Design:** WordPress, Canva
- **Project Management:** Clickup, Airtable, Trello, Notion, etc.