

# AMIR H. EHYA, MSc

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Turin, Italy

[Portfolio Website](#)

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## PROFESSIONAL SUMMARY

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**An aspiring digital marketer** specializing in performance marketing and paid media, blending contemporary marketing principles with analytical problem-solving skills. A detail-oriented professional specializing in Google Ads campaign management, PPC advertising, and data analysis. **A 2024 graduate in Digital Marketing and Business Transformation** from Rome Business School, with certifications in lead generation, Google Analytics, and Google Ads. Passionate about digital advertising, campaign optimization, and data-driven marketing strategies.

Professional Skills and Interests:

- **Paid Media Strategy (Google Ads, Meta)**
- **Marketing Data Analytics**
- **Performance Marketing KPIs (CTR, CPC, ROI)**
- **Microsoft Office Suite Proficiency**
- **Teamwork and Collaboration**
- **Adaptability and Continuous Learning**

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## EDUCATION

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**Master's Degree in Digital Marketing and Business Transformation.** Rome Business School (Rome, Italy)

**Bachelor of Science in Mechanical Engineering.** Azad University

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## PROFESSIONAL SKILLS DEMONSTRATED

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FREELANCE DIGITAL MARKETING PROJECTS

Oct 2020 – Dec 2022

*Focuses on email marketing as a freelance project, driving lead generation and engagement through targeted campaigns. Builds foundational skills in digital marketing that I'm now applying to performance marketing and paid media.*

### Email Marketing Specialist

- Sets up automated email sequences and creates promotional campaigns using ConvertKit and GetResponse.
- Manages email lists, performs audience segmentation, and optimizes engagement through targeted campaigns.
- Tracks KPIs such as open rates, click-through rates (CTR), and conversion rates to evaluate email campaign effectiveness and improve strategies.

NEGIN FOOLAD

Jan 2013 – June 2017

*Supports and implements the Firm's quality processes, conducting inspections, and contributing to continuous improvement initiatives ensuring that products meet or exceed established quality standards.*

### Quality Control Assistant

- Collaborates with cross-functional teams to enhance production processes, increasing efficiency.
- Effectively communicates quality enhancement recommendations to quality engineers, facilitating the improvement of overall product quality.

- Efficiently manages tasks and takes proactive measures to promptly resolve defects, consistently meeting and exceeding quality standards.

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## RELEVANT PROJECTS

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**Lead Generation Strategy:** Executed a lead generation strategy for [Serenis' Nutrition Path](#), helping shape its digital presence through performance marketing and audience targeting. My focus was on finding the right advertising channels, researching high-impact keywords, and KPI Analysis by digging into the numbers, analyzing CTR, CPC, and conversion rates to fine-tune performance and maximizing ROI. This project gave me hands-on experience with paid marketing and data-driven marketing strategies while tackling real-world challenges in digital advertising. (2025)

**Digital Marketing Strategy for Nike:** Leading a capstone project team at Rome Business School, mentored by Federico Coccia, founder of Edit Studio Agency. Developing a comprehensive digital strategy to enhance Nike's sales in the Italian market through targeted advertising, influencer co-ownership, and personalized marketing campaigns. (2024)

**Market Research Project – World Coffee Portal:** [World Coffee Portal is a UK-based market research firm](#) specializing in the coffee industry. As part of their annual European Coffee Sector Report, I conducted on-site pricing and competitive analysis for branded coffee chains in Rome. My role involved gathering data on beverage pricing, product offerings, and equipment usage to support industry benchmarking and insights. (2024)

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## OTHER RELEVANT INFORMATION

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**Languages:** English: Full proficiency | Italian: Intermediate (B1) → Advancing to B2 | Persian: Native

**Technology:** MS Office Suite Including Excel (Intermediate), Google Analytics & Google Ads (Basic), Meta ads (Facebook & Instagram), TikTok ads (Basic), Google Tag Manager (Basic), Canva (Intermediate), Copywriting for Ads and Emails (Basic), Email marketing course through Academy.lurn.com

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## CERTIFICATIONS

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- [AI-Powered Shopping ads Certification](#) - Google's Skillshop (Date of issue: Mar 2025)
- [Google Ads Video Certification](#) - Google's Skillshop (Date of issue: Mar 2025)
- [Google Analytics Certification](#) - Google's Skillshop (Date of issue: Jan 2025)
- [Google Display Ads Certification](#) – Google's Skillshop (Date of issue: Dec 2024)
- [Google Ads Search Certification](#) – Google's Skillshop (Date of issue: Dec 2024)
- [Lead Generation Accelerator: Master the Art of Attracting Your Ideal Customers](#) (Dec 2024)
- [Digital Advertising 101](#) – SEMrush Academy (Date of issue: Jul 2024)
- [SEMrush SEO Crash Course with Brian Dean](#) – (Date of issue: Jun 2024)
- [Microsoft Excel - Excel from Beginner to Advanced](#) - Taught by Kyle Pew on Udemy - (May 2024)