

# Alireza Moradi

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## EDUCATION

### University of Shiraz

Social media marketing Internship

### University of Bedfordshire

Clinical Exercise Therapy (Honours)

## PROFESSIONAL EXPERIENCE

### Digi kala e-commerce

Oct 2018 - Sep 2020

#### Social media manager intern

As a Social Media Marketing Executive at Digi kala Corporation, I developed and executed strategies that boosted brand awareness and engagement while managing a high-performing team.

- Assisted in the planning and execution of social media campaigns and promotions.
- Created engaging content for social media posts and assisted with email marketing campaigns.
- Conducted competitor analysis and presented findings to the marketing team.
- Assisted in tracking and reporting on social media and email campaign performance.

### Digi kala e-commerce

Sep 2020 - Jan 2022

#### Social media manager specialist

Develop and execute comprehensive social media strategies to increase brand awareness and engagement across platforms including Facebook, Instagram, Twitter, LinkedIn, and YouTube.

- Create and curate compelling content, including graphics, videos, and blog posts, aligned with brand messaging and target audience interests.
- Monitor and analyse social media performance using tools such as Google Analytics and Hootsuite; provide regular reports and insights to inform strategy adjustments.
- Manage social media advertising campaigns, optimising ad performance to achieve maximum ROI.
- Collaborate with cross-functional teams, including marketing, sales, and product development, to ensure cohesive brand communication.
- Identify and engage with influencers and brand ambassadors to amplify brand reach and credibility.

### CO-OP

Oct 2022 - Oct 2023

#### Social media Coordinator

Assisted in the development and implementation of social media marketing campaigns.

- Scheduled and published daily posts on various social media platforms, ensuring consistency in brand voice and messaging.
- Engaged with followers, responded to inquiries, and managed online communities to foster positive relationships with the audience.
- Conducted market research to stay updated on industry trends and competitor activities.
- Supported the creation of monthly performance reports, highlighting key metrics and suggesting improvements.

### 0.0 Associates

Oct 2023 - Jun 2024

#### Sales and marketing Executive

As a seasoned B2B and B2C Sales Consultant, I have a proven track record of driving revenue growth and fostering strong client relationships. I excel in developing tailored sales strategies, lead generation, market analysis, and solution-based selling. My skills in negotiating contracts, closing high-value deals, and providing exceptional post-sale support ensure sustained customer satisfaction and loyalty. I effectively address the unique needs of both business and consumer clients, consistently achieving and exceeding sales targets.

# PROJECTS

## **Social media Rebranding Campaign**

**Sep 2020 - Jun 2020**

### **Digi Kala**

- Led a comprehensive social media rebranding campaign to align with the company's new vision and mission.
- Developed new brand guidelines and social media strategies to increase engagement and reach.
- Result: Achieved a 30% increase in follower count and a 45% increase in engagement within six months.

## **Influencer Marketing Campaign for product consultation lunch**

**Nov 2021 - May 2021**

### **Digi Kala**

- Managed a successful influencer marketing campaign to promote the launch of a new product.
- Collaborated with 15 influencers, negotiated contracts, and coordinated content creation.
- Result: Generated over 500,000 impressions and a 25% increase in sales during the launch month.

## **Social Media Analytics Dashboard Development**

**Dec 2022 - Feb 2022**

### **CO-OP**

- Created a custom social media analytics dashboard using Google Data Studio to track key performance metrics.
- Integrated data from multiple social media platforms for comprehensive reporting and analysis.
- Result: Provided actionable insights that led to a 20% improvement in campaign performance and efficiency.

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## TECHNICAL SKILLS

Social Media Advertising (Facebook Ads, Instagram Ads, Twitter (X) Ads, LinkedIn Ads)

Analytics and Reporting (Google Analytics, Hootsuite, Sprout Social)

SEO, SEM, PPC, CRM and Wordpress

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## KEY SKILLS

Social Media Strategy Development.

Influencer Marketing.

Content Creation and Curation.

Graphic Design (Adobe Creative Suite, Canva).

Audience Engagement.

Video Editing (Adobe Premiere, Final Cut Pro).

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## CERTIFICATIONS

- Google Analytics Certified
- Facebook Blueprint Certification
- HubSpot Content Marketing Certification
- First aid

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## BILINGUAL

English

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