

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

Saless 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 Digi Kala

Sep 2020 - Jun 2020

- 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 Digi Kala

Nov 2021 - May 2021

- 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 CO-OP

Dec 2022 - Feb 2022

- 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.

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

KEY SKILLS

Social Media Strategy Development.
Content Creation and Curation.
Audience Engagement.

Influencer Marketing.
Graphic Design (Adobe Creative Suite, Canva).
Video Editing (Adobe Premiere, Final Cut Pro).

CERTIFICATIONS

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

BILINGUAL

English
Farsi