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Work Experience

Digital Marketing & E-Commerce Specialist

Feb 2020 – Present

Freelance, Sankt Augustin, Germany

Activity:

- Design, development, and maintenance of websites and e-commerce solutions with WordPress, WooCommerce, Shopware, and other CMS platforms for various clients
- Execution of social media marketing and SEO strategies / significant increase in brand awareness and customer retention
- Management of Google Shopping campaigns and optimization of Amazon and eBay shops / notable increase in customer visits to the shop
- Conducting SEO audits and applying on-page and off-page optimization / improvement of page rankings and visibility

Note: Currently seeking full-time employment to focus on long-term growth and contribute to a team-oriented environment

Digital Marketing & E-Commerce Specialist

Aug 2021 – May 2023

Niagara GmbH, Köln, Germany

Activity:

- Creation and maintenance of customized websites / optimization of functionality, aesthetics, and individual user orientation
- Leading digital marketing efforts including social media campaigns and
- Google Shopping advertising / increasing traffic and conversion rates
- Integration of B2B and B2C online shops with SAP / improving data synchronization and business processes
- Development of graphic content for digital platforms / enhancing brand presentation and marketing messages

Note: Project ended due to company's financial and shareholder restructuring

Content Moderator

Jul 2020 – Feb 2021

CCC / Telus International, Essen, Germany

Activity:

- Reviewed and moderated user-generated content
- Ensured compliance with company guidelines

Note: Position ended upon completion of fixed-term contract

Digital Marketing (Part Time)

Jan 2019 – Feb 2020

Liebele Leicht Essen, Köln, Germany

Activity:

- Developed and maintained the company's website, launching the first online reservation and ordering systems to enhance usability and streamline operations
- Implemented integrated digital marketing campaigns, leading to increased brand visibility and stronger customer engagement
- Monitored key performance indicators (KPIs) and continuously optimized strategies to improve customer satisfaction and conversion rates

- Enhanced the online reservation and ordering process, significantly boosting operational efficiency and user experience
Note: Project successfully completed as planned

Digital Marketing (Internship) Garena, Kuala Lumpur, Malaysia	Jan 2015 – Jul 2015
Marketing Assistance (Student Job) Limkokwing University, Cyberjaya, Malaysia	Feb 2014 – Dec 2014
Administration (Student Job) UCTI University, Bukit Jalil, Malaysia	Mar 2010 – Dec 2011

Education

Master of Science (MSc) Digital Business EU Business School, München	Jan 2017 – Jul 2018
B.Sc. in Marketing Limkokwing University, Cyberjaya, Malaysia	Jan 2013 – Dec 2015
Diploma in Information Systems UCTI University, Bukit Jalil, Malaysia	Jan 2010 – Dec 2012

Skills

Web Development :	HTML, CSS, JavaScript, PHP, MySQL, WordPress, Elementor
E-Commerce Platforms :	Shopify, WooCommerce, Magento, Shopware
Digital Marketing :	SEO (On-Page/Off-Page), PPC (Google Ads, Facebook Ads), Email Marketing, Analytics
SEO/Analytics Tools :	Google Analytics, SEMrush, Ahrefs, Tableau, Excel
Design & UX :	Adobe Photoshop, Figma, Canva
Soft Skills :	Project Management, Collaboration, Problem-Solving, Communication, Multitasking

Languages

Persian	Native
English	C2
German	B1+ Beruf

Certifications

Google Ads Certification (Google)
Google Analytics (Google)
SEO Fundamentals (SEMRush)