



# Sepehr Bayat

SEO & Digital Marketing Manager

DoB: 1997-12-30

Marital Status: Married

Military Service: Not Served

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## Profile Summary

Results-driven SEO & Digital Marketing Manager with 5+ years of experience in developing and implementing successful online marketing strategies. Proven track record of achieving top rankings in search engine results pages and increasing organic website traffic. Skilled in utilizing SEO tools, analyzing data, and staying updated on industry trends to drive business growth. Effective at managing PPC campaigns, social media marketing, and email marketing to maximize reach and engagement. A proactive leader with a passion for driving measurable results through innovative digital marketing initiatives.



## Work Experience

### Social Media Specialist

Joen Studio

Samsun, Turkey

August 2014 - November 2017

#### Tasks and Achievements

- Managed and executed social media marketing campaigns across various platforms to increase brand awareness and drive engagement
- Developed and implemented social media strategies to grow online presence and reach target audience
- Analyzed social media data and performance metrics to track success of campaigns and make data-driven decisions for optimization
- Created and curated engaging content for social media posts, including graphics, videos, and written copy
- Collaborated with cross-functional teams to ensure consistency in brand messaging and marketing efforts across all social media channels

### Digital Marketing Specialist

Digital Nexa

Dubai, United Arab Emirates (UAE)

February 2018 - November 2020

#### Tasks and Achievements

- Managed social media accounts and developed effective content strategies resulting in a 20% increase in engagement and a 15% growth in followers.
- Implemented and optimized Google AdWords campaigns, resulting in a 30% increase in website traffic and a 25% improvement in conversion rates.
- Executed email marketing campaigns, achieving a 10% click-through rate and a 5% increase in email subscribers.
- Conducted keyword research and implemented SEO strategies, leading to a 25% increase in organic search traffic and top rankings on targeted keywords.
- Coordinated influencer partnerships and managed affiliate marketing programs, resulting in a 15% boost in brand awareness and a 20% increase in sales.

## ■ Senior Digital marketing specialist

NP Digital

Las Vegas, United States of America (USA)

January 2021 - February 2022

### Tasks and Achievements

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- Increased website traffic by 50% within 3 months
- Achieved a 30% decrease in cost per acquisition
- Identified key market trends and recommended product enhancements
- Doubled social media engagement and follower count in 6 months
- Provided actionable insights leading to a 20% increase in conversion rate

## ■ Senior Digital Marketing Specialist

Ronix Tools

Tehran, Iran

April 2022 - October 2023

### Tasks and Achievements

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- My work with Ronix has been my most challenging experience in the field of social media. My involvement with think tanks and other platforms has given me a strong presence in international sales of Ronix products, which has helped me grow significantly. I also cooperate closely with people who have high literacy levels, so their knowledge has been very influential in my progress. Because Ronix sells its products in many countries, I have gotten to know the target audience in each of those countries. These insights were fantastic for formulating strategies

## ■ Digital Marketing Manager

DelGate Logistics

Vancouver, Canada

February 2022 - January 2024

### Tasks and Achievements

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- I've developed a solutions-oriented approach to projects, resulting in an average improvement of 400% for three campaigns. I also created roadmaps for my 24-person team, providing long-term goals and mentorship. Using CPM insights, I developed robust strategies to increase our website's traffic by 125%. Additionally, I championed social media presence by introducing new marketing engagers on Twitter and growing brand awareness by garnering 500 retweets on the platform. Finally, I handled communication with cross-functional teams and led presentations surrounding campaigns.

## ■ SEO & Digital Marketing Manager

Khodnevis AI

Tehran, Iran

October 2022 - Present

### Tasks and Achievements

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- Planned and executed digital marketing campaigns to drive website traffic and increase online sales.
- Developed and maintained social media strategies to build brand awareness and engagement.
- Utilized SEO techniques to improve search engine rankings and drive organic traffic to the website.
- Monitored and analyzed website analytics to identify opportunities for optimization and growth.
- Managed online advertising budgets and implemented targeted ad campaigns to reach the desired target audience.

## ■ Master of WordPress and SEO

Mojtama Fanni Tehran

Tehran, Iran

August 2023 - Present

### Tasks and Achievements

- As the WordPress and SEO instructor at the Tehran Technical Complex, I covered essential WordPress principles, guiding students through website development and optimization. In SEO, I explored on-page/off-page strategies and evolving search algorithms. My approach emphasized a strategic understanding, encouraging a questioning spirit. Students applied knowledge to real projects, showcasing tangible results. My role aimed not just at imparting skills but also fostering a mindset of continuous learning in the dynamic digital landscape.



## Education

### ■ Bachelor of Computer Engineering

Institute/University: Ondokuz Mayıs University Samsun

samsun, Turkey

2014 - 2018

### ■ Diploma in Mathematics

Institute/School: National Organization for Development of Exceptional

Talents (Sampad)

Arak, Markazi, Iran

2013 - 2009



## Skills

◆ Google AdWords

◆ SEO

◆ Google Analytics

◆ WordPress

◆ Atlassian JIRA

◆ Slack

◆ Trello

◆ Google Tag Manager

◆ SEMrush

◆ Artificial intelligence software



## Language

### ■ English

Reading ■■■■■■

Writing ■■■■■■

Speaking ■■■■■□

Listening ■■■■■■



## Certificates

### ■ Fundamental of digital marketing

Institute: Google

May 2020

### ■ Digital Marketing Course

Institute: HubSpot Academy

August 2019

### ■ SEO Course

Institute: Nail Patel Academy

September 2018



## Research

### ■ آموزش استفاده، کاربردها و پتانسیل ها : Gemini هوش مصنوعی

Publisher: Khodnevis ai

December 2023

Link: <https://khodnevisai.com/blogs/google-gemini-ai>

### ■ بهترین ابزارهای هوش مصنوعی ساخت عکس در سال ۲۰۲۳

Publisher: Khodnevis ai

November 2023

Link: <https://khodnevisai.com/blogs/13-image-ai-tools-comparison>

### ■ تولید محتوا سئو شده با هوش مصنوعی

Publisher: khodnevis ai

June 2024

Link: <https://khodnevisai.com/blogs/seo-content-production-with-khodnevis-ai>



## Projects

### ■ Click to see my proposals, projects, etc.

For: Many Companies

Many of my portfolios, proposals, and files are available for you to know more about me!

Link: [https://drive.google.com/drive/folders/1HTY0Va10\\_2fGNV2Ujm131WwxuL6MKhs?usp=sharing](https://drive.google.com/drive/folders/1HTY0Va10_2fGNV2Ujm131WwxuL6MKhs?usp=sharing)

## ■ Shatranj Podcast

May 2024

In the business world, every move you make is a piece in the game of chess. The Chess Podcast offers a strategic roadmap through meticulous analysis of the business landscape, ensuring you emerge victorious in this game.

In this podcast:

You will face common challenges in the business world head-on.

You will learn creative and effective strategies to overcome these challenges.

You will benefit from the valuable experiences of successful entrepreneurs and business leaders.

The Chess Podcast is beneficial for anyone looking to enhance their skills in the business arena!

Link: <https://youtu.be/8C2wg9K3iQc?si=PJpYIZiCelmr2vw7>



## Honors

### ■ The best teacher of the year 1402 on the website "Ostad Salam"

July 2023

Link: <https://ostadsalam.ir/teachers/t-%D8%B3%D9%BE%D9%87%D8%B1-%D8%A8%DB%8C%D8%A7%D8%AA-186694>

### ■ LinkedIn Skill Assessment badge (I am in the top 5% of 2.6M people who took this)

Link: [https://www.linkedin.com/in/sepehrbayat/details/certifications/1635554100239/single-media-viewer/?profileId=ACoAADL7aH4BV8eUcLUdOBH3ip\\_GgiUtHIsI8MI](https://www.linkedin.com/in/sepehrbayat/details/certifications/1635554100239/single-media-viewer/?profileId=ACoAADL7aH4BV8eUcLUdOBH3ip_GgiUtHIsI8MI)



## Professional Endorsements

### ■ Amir Golparvar

Founder of DelGate Logistics

+16047805375

### ■ Sogol Yarahmadi

Digital Marketing Specialist ( Khodnevis Ai )

sgl.sogolyar@gmail.com

09122372007

### ■ Bahar khodadadzadeh

Social Media Team Lead ( MTN Irancell )

baharkhdz73@gmail.com

09964188464



## Social Network



## Personal interests

- Soccer
- Books
- Travel
- Movies



## Teaching

### Experiences

#### ■ Master Of Wordpress & SEO

Tehran Institute of Technology

2022

Link: <https://www.linkedin.com/in/sepehrbayat/details/experience/>

As a WordPress & SEO Master at Tehran Institute of Technology, I had the privilege of teaching and mentoring students in the intricacies of digital technology. My role involved developing comprehensive curricula that covered the fundamentals and advanced aspects of WordPress development and search engine optimization.

#### ■ Master Of Digital Marketing & Ads

SPARK

2023

Link: [https://www.linkedin.com/in/sepehrbayat/details/experience/1635553957557/single-media-viewer/?profileId=ACoAADL7aH4BV8eUcLUdOBH3ip\\_GgiUtHIsI8MI](https://www.linkedin.com/in/sepehrbayat/details/experience/1635553957557/single-media-viewer/?profileId=ACoAADL7aH4BV8eUcLUdOBH3ip_GgiUtHIsI8MI)

profileId=ACoAADL7aH4BV8eUcLUdOBH3ip\_GgiUtHIsI8MI

As the Master of Digital Marketing & Ads at SPARK, I had the rewarding experience of educating business managers on the transformative power of digital marketing.



## Soft Skills

- **Problem-Solving:** Aptitude for identifying issues and developing effective solutions.
- **Critical Thinking:** Analyzing situations and making informed decisions.
- **Collaboration:** Strong teamwork skills, working well with others to reach a common objective.
- **Leadership:** Experience in guiding and inspiring teams to achieve goals.



## Professional

### Memberships

#### ■ Member, American Marketing Association (AMA)

2020

■ **Member, International Advertising Association (IAA)**

2021

■ **Member, Middle East Public Relations Association (MEPRA)**

2019

■ **Member, Search Engine Marketing Professional Organization (SEMPO)**

2022