

PROFESSIONAL EXPERIENCE

Autodesk

SEO & Growth Marketing Manager

July 2019 – Present

- In charge of organic growth in traffic and billings for the Media & Entertainment industry and the EMEA market
- Managing stakeholder relationships with the Media and Entertainment Industry and EMEA partners; aligning goals, developing strategies, prioritizing markets, and consulting on Go to Market initiatives.
- Define and developing SEO strategies from start (proposal, budget,) all the way to executions and reporting.
- Recruited, trained, and currently managing a team of SEO specialists in charge of analyses and implementations (SEO Operations team)

✓ **Selected Accomplishments:**

- Led several organic optimization campaigns for Media and Entertainment industry that boosted billings by **179%** YoY.
- Consistently worked on improving EMEA site performance which led to a lift of **104%** YoY billings.
- Championed an outreach program to facilitate collaboration with new ADSK partners.
- As a result of the trained team of specialists, was able to scale SEO work across 15+ markets and 7+ languages

Accenture Interactive

SEO Consultant

July 2018 – April 2019

- Managing client portfolios
- Define and developing SEO strategies based on clients' needs from start (proposal, budget,) all the way to executions and follow-ups.
- Define and develop business strategies based on competitive assessments, technical audits and content opportunities. Oversee their implementation and success and perform operational follow-ups and performance reports on actions taken.

✓ **Selected Accomplishments:**

- Worked on one of the largest leading energy companies in the US which resulted in an **10%** increase in organic traffic within the first year.
- Part of the optimization team of one of the largest high-tech commercial banks in the US

Bluehat Marketing

SEO Manager

Dec. 2015 – July 2018

- In charge of the SEO strategy of 60+ clients monthly. Giving instructions to the development, content, web design and integration teams.
- Responsible for developing an SEO team, training specialists, and creating workflows.
- Interact with clients to understand needs and build strategies.

✓ **Selected Accomplishments:**

- Led several website migration and optimization campaigns that boosted traffic by over 120%.
- Consistently improved website rankings from the 10+ page of the SERPs to the first page causing ranking increases of more than 3000 positions.
- Duties:
 - Detailed keyword research for new and existing programs as part of an effective local, national or international SEO plan and overall growth strategy
 - Performing On page and Off page analysis to gain visibility and traction.
 - Content optimization
 - Track and analyze competitor SEO metrics and rankings.
 - Strategize the development of organic search marketing initiatives and execute plans to improve the visibility, traffic and revenue for a portfolio of websites.

- Implement link building campaigns in coordination with SEO goals.
- Monitor key metrics using analytics tools to locate and assess opportunities and identify problems.
- Monitor campaign progression as it relates to client goals and objectives.
- Carry out full SEO audits with recommendations.
- Monitor and analyze Google analytics and Search Console metrics.

Rank Media Agency

Digital Marketing & SEO analyst

Montréal, QC
Jan. 2015 – May 2015

- The establishment and Managing of SEO campaigns.
- Keyword research and URL optimization
- Preparing google analytic and SEO performance reports.
- Building and managing PayPerClick campaigns
- Work with technical development teams to implement SEO processes.

Hashtag Media

Social Media Manager

Montréal, QC
Aug. 2014 – Jan. 2015

- Managing Social Media platforms
- Preparing qualitative and quantitative reports
- Propose and manage viral campaigns for maximum visibility.
- Monitoring multiple social media platforms such as Hootsuite and Tweet deck to increase brand awareness and user engagement.

EDUCATION

McGill University

Graduate Diploma in Applied Marketing

Montréal
2015 2017

Allameh Tabatabaei University

Bachelor's degree in Accounting

Tehran
2007 2012

SKILLS & CERTIFICATIONS

Software: Adobe Analytics, GetStat, Conductor, Ahrefs, SEMrush, Google Analytics, Google AdWords, Google Webmaster tools, Moz, Keyword planner, Majestic, Screaming Frog, WordPress, PowerPoint, Excel

Certifications: Google AdWords Certified

Oct. 2015

Languages: Fluent in English & Persian; Conversational Proficiency in French

Dec. 2015 – July 2018