



Reza Malekan

Digital Marketing Manager

I am a Digital Marketer and SEO expert with a history of working in these areas:

Civil engineer High-tech and innovative startup
Real estate Advertising agency
Medical and Health tourism

I am an expert in working with websites and different tools every business needs (for analysis reports or creating strategy). With my SEO skills, your website ranking will increase. With my digital marketing skills, I make sure you got the right customers or leads.

Contact

Phone

+905013512371

Email

rezamalekan71@gmail.com

Address

Nazem Hekmat St., Istanbul, Turkey

Education

2018

Master of Science

Guilan University - Rasht, Iran

2015

Bachelor of Engineering

Golestan University - Gorgan, Iran

Expertise

- Search Engine Optimization (SEO)
- Online advertizing (Google & Meta)
- CMS specialist (wordpress and wix)
- Analytical Skills (Google Analytics)
- Email marketing (HTML and CSS)
- Project Management

Language

English - Professional Working

Farsi - Native

Turkish - Elementary

Experience

Dec 2022 - Now

Estetik World - Mg Sarı Sağlık Turizmi | Istanbul, Turkey

Digital Marketing Manager

As a Digital Marketing Manager at Estetik World, I am responsible for developing and executing the company's digital marketing strategy to drive business growth and increase brand awareness.

I oversee all aspects of digital marketing, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media, email marketing, and content marketing. I work closely with cross-functional teams to ensure that all marketing efforts are aligned with business objectives and are executed to the highest standard.

Feb 2022 - Dec 2022

Inspire Art Studio | Istanbul, Turkey

Digital Marketing Manager

In Inspire Art & Studio I was responsible for getting leads and defining projects and KPIs. I was head of the negotiation team and talked with customers and Clients.

- I had the honor to manage 4 passionate employees.
- Sets high standards & KPIs for client strategies.
- Assist in the development of client-facing campaign performance reports.
- Handle daily client expectations, including plan revision, global KPI process, GMP roadmap, workshop, etc.

2018 - 2021

Structure Plus | Toronto, Canada

International Marketer and Designer

Structure Plus is a company that saves money and time by reducing the cost of concrete and steel structures by optimizing structural design using AI. The platform optimizes structural designs by up to 30% in a matter of hours, which results in less material usage and safer structures. My role at this company consisted of:

- Copywriting English articles to rank websites in construction industries markets
- Wrote fresh and unique copy for social media channels.
- Identify key messages for advertising and communication.
- Brainstormed ideas and concepts for the visual and words with other team members.
- Creating a campaign to gain traffic in google ads, Facebook ads, and LinkedIn ads.

Reference

Ali Jozi

Co-founder & CEO at Structure Plus

Email: AliJozi@structure.plus

Abdelhak Belhaouari

COO at Inspire Art Studio

Email: abdelhak.belhaouari@inspireartstudio.net

Links

website

rezamalekan.com

LinkedIn

www.linkedin.com/in/reza-malekan

upwork

https://www.upwork.com/freelancers/~013

Certifications

2022

All Google Ads Certification

Google

2022

Google Analytics Individual

Qualification

Google

2022

hubspot SEO certification

Hubspot

2021

Digital marketing Certification

Google

2020

Project Management

Google

Volunteering

2015 - Now

Geowall | Tehran, Iran

Founder, Member of the Policy and Regulations Committees

GeoWall is the largest geotechnical student competition that aims to design and build an MSE retaining wall model using paper reinforcements taped to a poster board wall facing. GeoWall has been held annually for 6 successive years by the Iranian Geotechnical Society (IGS) in Iran, hosted by paramount universities of the capital of Iran:

- 6th: Shahid Beheshti University, (Currently post-pounded due to the pandemic)
- 5th: Sharif University of Technology, May 2019.
- 4th: Tarbiat Modarres University, May 10th, 2018.
- 3rd: Khaje Nasir Toosi University of Technology, May 11th, 2017.
- 2nd: Shahid Rajae Teacher Training University, May 8th, 2016.
- 1st: Shahid Rajae Teacher Training University, May 2015.

www.geowall.ir

Honors-Awards

The 1st National Seismic Design Competition

Issued by Winning The 1st Place · May 2014

The 3rd National Steel Bridge Competition

Issued by Winning the 1st place in Assembly and the 3rd in Weight · Feb 2014

Harekat National Festival (Scientific Associations)

Issued by Best Director of Scientific Associations of Shahid Rajae Teacher Training University · Jan 2014

Interests

Science and Technology • Arts and Culture • Human Rights • Environment