

ARYAN MARZBAN

digital marketing specialist

- Tehran, Iran
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Data-driven Digital Marketing Generalist and Content Strategist expert in driving organic growth, optimizing multi-channel social campaigns, and managing full-funnel customer journeys. Proficient in web analytics, paid ad networks, and multimedia production tools. Committed to integrating AI workflows and continually optimizing KPIs to maximize conversion rates and brand visibility.

WORK EXPERIENCE

► Social Media Specialist | Arshia Dekami - Center for Applied Management March 2025 – November 2025

- Grew audience base by over 72,000 targeted followers and increased campaign visibility by 100%.
- Generated 6M+ views within 9 months, doubling organic traffic from a 3M milestone.
- Managed 3 premium course launch campaigns, achieving 80% of all established KPIs.
- Produced 199 high-impact videos averaging 100k views each using consumer psychology techniques.
- Managed end-to-end production for "Dekataalk" podcast and administered all multi-platform digital channels.
- Optimized content calendars via weekly competitor analysis and streamlined sales funnels via DM nurturing.

social media Specialist | feedback ,Tehran

March 2025 – November 2025

- managing social media strategy

► Digital Marketing Specialist | Jiveh Handicrafts Gallery, Tehran February 2024 – August 2024

- Managed e-commerce operations and executed SEO strategies on WordPress to secure Top 2 SERP rankings.
- Redesigned website structure to eliminate friction points and improve conversion rates.
- Implemented content pipelines and produced original studio photography/videography for digital storefronts.
- Handled community management on Instagram/Telegram to convert inquiries into direct retail sales.

► Digital Marketing Intern | Jiveh Digital Marketing Agency, Tehran February 2024 – August 2024

- Mastered foundational frameworks of agency-level SEO, PPC, and performance marketing.
- Contributed to the execution and monitoring of paid campaigns across Iranian ad networks.
- Formulated data-driven content calendars and executed distribution strategies for LinkedIn and Instagram.

EDUCATION

B.S. in Geomatics Engineering | University of Tehran | September 2022 – Present (GPA: 16.00/20)

- Focused on data precision, analytical modeling, and data-centric programming via Python and SQL.

High School Diploma in Mathematics | Hadaf Institute, Tehran | Graduated: June 2022
(GPA: 18.70/20)

SKILLS

Marketing & Analytics

- Google Analytics,
- GTM
- GSC,
- Google Ads,
- PPC,
- SEO/AEO,
- Email/SMS Marketing,
- Copywriting.

Technical & Coding

- Python,
- MySQL/SQL
- , Oracle SQL
- , MATLAB,
- ArcGIS, AutoCAD, Civil 3D.

Multimedia & Software

- Adobe Photoshop,
- Premiere Pro,
- Canva,
- Studio Photography & Videography,
- MS Office

Soft Skills

- Analytical Thinking,
- Problem Solving,
- Data-Driven Decisions,
- Agile Project Management,
- Storytelling.

CERTIFICATIONS

- **Digital Marketing Bootcamp | Rahnema College | January 2026**
- **Principles of Advertising Content | Yektanet Academy | May 2026 (ID: 20d61d1a319b65b3bb1a1eac20a990c1/en)**