



ALIREZA BADRI

digital marketer

I have worked for almost five years as a digital marketer in the marketing field in startups and online markets. I know my hard & soft skills in a team and try to help grow. Digital marketing is not just a job to me, and this is enough reason for migration and international market experience in big companies.

Education

Bachelor of Business Administration

Azad University | 2020

Inbound marketing

Hubspot academy

Fundamentals of digital marketing

Google digital garage

Advanced google analytics

Google analytics academy

Digital marketing

Hubspot academy

Language

Persian

English

Contact

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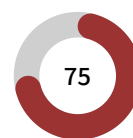
alireza-badri



Digital
strategy



Ads
planing



customer
journey



content
strategy

latest experiences



Senior Digital Marketer

Sep 2021 / Present - Aparat

My tasks are to develop a digital marketing plan & advertising plan for game and VOD products based on OKRs.



Senior Digital Marketer

Nov 2020 / Sep 2021 - Asanbar

Indeed tasks were to make awareness for the brand in the digital area & attract drivers for installing our application. Also, develop customer journey for automation marketing by WebEngage.



Digital Strategist

Dec 2019 / Nov 2020 - Iran novin agency

I worked on separate projects like mobile applications, FMCG brands, online shops, and designed digital 360 campaigns. It also led operation teams (content, graphic, production, media) for passing KPIs.



Senior Digital Marketer

Sep 2021 / Present - Aparat

- developing a marketing plan for Aparatgame & Aparat
- designing ADS planning (CPC,CPCV, CPM,...)
- A/B testing report in digital ads
- reporting by google analytics and Yandex tools
- designing lead generation and branding campaigns



www.aparat.com



[aparatcom.official](https://www.instagram.com/aparatcom.official)



[aparat](https://www.linkedin.com/company/aparat)



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Senior Digital Marketer

Nov 2020 / Sep 2021 - Asanbar

- Digital marketing strategy
- The designing application marketing funnel
- developing Brand strategy in the digital area
- Designing and optimization customer journey
- Designing and reporting ECRM campaigns
- Segmenting users with the data team
- Analyze and notify by Firebase, Chabok, Metrix



www.asanbar.ir



[asanbar.ir](https://www.instagram.com/asanbar.ir)



[asanbar](https://www.linkedin.com/company/asanbar)



[asanbar app](#)



Digital Marketing Strategist

Dec 2019 / Nov 2020 - Iran novin agency

- Design digital marketing solutions for FMCG, Mobile applications, online shops businesses
- Design and run 360 campaigns
- Lead Operating teams (content, creative, production, media)



www.irannovin.net



[irannovin](https://www.instagram.com/irannovin)



[irannovin](https://www.linkedin.com/company/irannovin)



Junior digital marketer

Jun 2019 / Nov 2019 - Rahno studio

- Designing social media calendar
- provide content for social media



www.rahnostudio.com



[rahnostudio](https://www.instagram.com/rahnostudio)



[rahnostudio](https://www.linkedin.com/company/rahnostudio)



Junior digital marketer

Nov 2018 / May 2019 - Peramon Group

- any task in marketing field for projects



Intern digital marketer

Feb 2017 - Jun 2018 - Mobagym

- any task in marketing field for our startup