HAMIDREZA KARIMI



Gender: Male | Year of birth: 1995 | Nationality: Iranian
Tehran - Iran
Phone: (+98) 913 715 6796 | hamidrezakarimi.edu@gmail.com
LinkedIn: https://www.linkedin.com/in/hamidrkarimi/
Website: https://hamidrezakarimi.site/

#Marketing Manager *#Master of Business Administration*
#Performance Marketing *#Campaign Management*
#Marketing Automation *# Data Analysis*

OBJECTIVE

Marketing Manager with an **MBA** and **7+** years of experience leading **data-driven** growth strategies across diverse industries and international markets. Proven expertise in leveraging customer and marketing analytics to optimize **user acquisition**, **engagement**, and **retention**, enabling businesses to improve key growth metrics including **CAC**, **LTV**, **ROAS**, **conversion rates**, and **ROI**. Experienced in leading cross-functional teams, managing large-scale marketing budgets, and building high-performing multi-channel marketing ecosystems spanning **paid media**, **SEO**, **content**, **CRM**, and **marketing automation** to deliver sustainable business growth and measurable commercial impact.

SKILLS

- ✓ Strategic Marketing Leadership & Multi-Channel Campaign Management
- ✓ Performance Marketing & KPI Optimization (CTR, CPA, ROAS)
- ✓ Marketing Analytics & Data-Driven Decision Making
- ✓ Marketing Automation, CRM & Scalable Growth Initiatives
- ✓ SEO, Content Strategy & Brand Positioning

PROFESSIONAL EXPERIENCE

DrDr.ir, Tehran – Iran (Aug 2026 – Present)

- **Senior Performance Marketing Specialist**

  Leading full-funnel **lead generation** for the Cardio line across paid media, organic acquisition, and conversion-focused campaigns. Focused on scaling qualified leads through data-driven channel optimization, audience segmentation, attribution, and continuous improvement of **CPL**, **MQL rate**, and **conversion efficiency**.

Dream Farm Agency, Tehran – Iran (Feb 2026 – Aug 2026)

- **Marketing Manager** (7 mos)

  Developed and executed a data-driven marketing strategy to increase **lead generation** across **GCC** and **North American** markets.

Hamrahtel, Tehran – Iran (Feb 2025 – Feb 2026)

- **Senior Marketing Data Analyst** (1 yr)

  Optimized **lead generation** and **marketing campaign performance** through data-driven analysis, **customer segmentation**, and predictive modeling, driving **higher-quality leads** and improved **conversion rates**.

Rubika, Tehran – Iran (Aug 2022 – Feb 2025)

- **Marketing Data Analyst** (1 yr)
  Managed marketing **budget allocation** across **user acquisition** channels and campaigns, optimizing spend based on KPIs such as **LTV**, **CAC**, **conversion rate**, and engagement to maximize **ROI**.
- **Head of Campaign Management** (1 yr 6 mos)
  Led the strategy, execution, and optimization of **large-scale**, **high-budget** 360° marketing campaigns across **user acquisition**, **engagement**, **retargeting**, and **brand awareness** channels.

Hamrahaval, Tehran – Iran (Oct 2021 – Aug 2022)

- **Performance Marketing Specialist** (10 mos)
  Managed and optimized **user acquisition** campaigns across paid digital channels, leveraging data-driven targeting, bidding, and creative optimization to maximize **app installs**, **ROAS**, and **ROI**.

Asa Co, Isfahan – Iran (Jun 2019 – Oct 2021)

- **Digital Marketing Specialist** (2 yrs 5 mos)
  Conducted data-driven competitor and market analysis to identify strategic opportunities and optimize brand positioning.

EDUCATION

Master of Business Administration (MBA), Allameh Tabataba'i University

- Sep 2020 – Jan 2023
- GPA: 19.00 out of 20.00

Bachelor of Surveying Engineering, Isfahan University

- Sep 2015 – Jun 2019
- GPA: 16.25 out of 20.00

CERTIFICATES

- ✓ **Market Research: Dekker's Complete Marketing Research Course, held by Udemy**
  A comprehensive Course to Marketing Analytics, Competitor Benchmarking, CRO, Descriptive, Exploratory, and Causal Research, Customer Journey Map.
- ✓ **Marketing Management & Marketing Strategy Masterclass, held by Udemy**
  A comprehensive Course to Digital Marketing, Product Strategy, Marketing Planning, Pricing, Communications and Future CMO Skills.
- ✓ **Microsoft Power BI with Desktop Training, held by Udemy**
  A comprehensive Course to Master Power BI Desktop for data prep, data analysis, data visualization and dashboard design.
- ✓ **Atlantis - Marketing Data Analysis, held by Analytips Academy**
  A comprehensive Course to be a Marketing Data Analyst.

FOREIGN LANGUAGES

- ✓ **English**
  Advanced professional Writing and Communication skills