



Aka Vafaei

Ref : C1357-879

Years of experience: 5 years

Graphic Designer

OCHEK

Age:

27 years old

Marital status:

Single

Military Service:

Exempt

Current Location:

Iran, Alborz

Salary expectation:

Negotiable

Mobile:

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WORK EXPERIENCE

PRESENT



NFT Creator . 3 yrs

Freelancing . Iran. Tehran . Tehran

JAN 2021

My activities in this field are based on creating and sale of NFTs and the introduction of third generation web tools and facilities as a freelancer.

PRESENT



Graphic Designer . 9 mos

OCHEK . Iran. Alborz . Karaj

APR 2023

Ochek online store was created with the aim of selling digital goods in installments and in cash (to all parts of the country) and guarantees the authenticity of all available goods.

- Designing the office set, catalog and re-designing the company's organizational identity

- Designing billboards and environmental banners of the collection

- Designing campaigns, consulting in order to improve the implementation of its advertisements

- Designing banners and posts for websites and social networks

MAR 2023



Digital Marketing Project Manager . 9 mos

Best Chef Group . Iran. Tehran . Tehran

MAY 2022

Holding academic courses and seminars for national and international chefs and people interested in learning cooking.

Duties:

- Monitor, analyze and reporting campaign's performances and partners vs. metrics and KPIs.

- Monitoring and edit daily content as social media supervisor.

- Lead all social media activities (Instagram, Tweeter, LinkedIn, Youtube, Discord) to drive follower acquisition, engagement, and sentiment growth.

- Schedule performance reporting.

- Manage and provide contents for end-to-end digital campaign projects.

- Create and implement dynamic content strategy and content calendar.

APR 2022



Digital Marketing Project Manager . 4 mos

Badban Film . Iran. Tehran . Tehran

NOV 2021

Badban Film and Series Studio is a producer of feature and short films, movies and TV series, and a home theater network. Projects such as Mansour and Mastooran can be seen in the studio's portfolio.

Duties:

- Monitor, analyze and reporting campaign's performances and partners vs. metrics and KPIs.

- Generate monthly reports (CPO, CAC, and CPI) on all digital marketing activities.

- Monitoring and edit daily content as social media supervisor.

- Collaboration with the marketing team in ATL and BTL projects.

- Lead all social media activities (Instagram, Tweeter, Linkedin, Youtube, Discord) to drive follower acquisition, engagement, and sentiment growth.
- Set proper KPI and analyze the performance of activities to optimize marketing campaigns.
- Schedule performance reporting.
- Negotiate with different ad networks and enrolling new partners.
- Measure CAC(Customer Lifetime Value), CLV(Customer Lifetime Value) and KPI Requirements.
- Manage and provide contents for end-to-end digital campaign projects.
- Create and implement dynamic content strategy and content calendar

NOV 2021

OCT 2019



Digital Marketing Manager . 2 yrs
Dooma Agency . Iran. Alborz . Karaj

Dooma advertising agency started its activities since 2019 based on its capabilities and using a creative and professional team, and with the aim of using the new achievements of communication and advertising, provided the basis for the growth of its customers' capabilities in order for their business to prosper.

Some of Dooma Agency's clients include Roble, Kenzo, Mesineh, Khaneh Doost restaurants - TheOne valves - Baripa complex - Gaz Kermani - Khodkar Sohan - Parniart wooden products - Bahareh medical - Saffron French saffranee - Oila oil - Vooshe rice and Golden Max food industry is in the portfolio of this agency that I had the honor of working with these projects for almost two years in it.

Duties:

- Identify advertising goals
- Design and compile a marketing strategy document with BCG & SWOT Matrices
- Development of advertising strategy
- Determining key performance indicators
- Market research and brand awareness with CPM Matrices
- Targeting markets in order to achieve customer demand
- Complication Detection and analysis of the competitive market
- Explain Organizational Identity (CIB)
- Customer relationship management and increasing loyal customers
- Holding meetings to design and run a 360-degree advertising campaign
- Develop advertising programs for both traditional and digital media
- Supervise the implementation of all media programs and content management with BSC strategy model
- Meet with customers to provide technical and marketing suggestions
- Supervise the recruitment process of advertising, promotions and marketing staff
- Monitoring the daily activities of the staff of the advertising and marketing unit

OCT 2019

SEP 2018



Digital Marketing Specialist . 1 yrs 1 mos
Feediper Agency . Iran. Tehran . Tehran

Feediper advertising agency started its activity by focusing on advertising in Tehran

restaurants and I have experience of working with this agency in projects such as Rodrizio, La Luche, Avrin, etc. in my resume.

Duties:

- Monitor, analyze and reporting campaign's performances and partners vs. metrics and KPIs.
- Establishing and growing social media channels to drive follower and engagement.
- Launch Google landing pages and click ads
- Managing and commissioning CRM system & Customer Club panel.
- Creating daily content for social media platforms.
- Responding to customers and ensuring their satisfaction.
- Organizing brainstorming sessions.

EDUCATION



Islamic Azad University Science and Research Branch Master (MSc/MA) -Business/Commerce/ Management 2020 -
MBA - Strategy



Imam Khomeini International University (IKIU) Bachelor(BSc/BA) -Engineering (Mechanical) 2015 - 2019

TECHNOLOGY SKILLS

Digital Marketing	Expert
Google Analytics	Advanced
Google Ad	Advanced
WordPress	Intermediate
Microsoft Office Tools	Expert
Adobe After Effects	Expert
Adobe Photoshop	Expert
Adobe Premiere	Expert
Blender3D	Expert
Touchdesigner	Expert

LANGUAGE SKILLS

French Pre intermediate
English Upper intermediate

 CERTIFICATE

 about me

Check WWW.AKAVAFA.COM to see my portfolio and more info
