

Erfan Mirkamali

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Data-driven performance marketing manager with +6 years of hands-on experience.

Eager to leverage quantitative and analytical skills to bring forth unprecedented growth to *****!

At WINaTALENT, expanded business 40% MoM, starting from scratch. At Takhfifan, increased CR by 20% for +100,000 DAUs. Learned the ins and outs of digital analytics along the way.

EXPERIENCE

Marketing Manager

April 2020 - Present

WINaTALENT (an Upwork-like, fast-growing international startup)

- Joined as the first marketing member and scaled the team to 5 marketers, owning P&L.
- Formulated the B2B go-to-market strategy from scratch through testing +30 experiments.
- Decreased CPA by 70% through optimizing paid performance campaigns (Google Search Ads, Google Display Network, Bing Ads, Facebook Marketing, Twitter Ads, and Quora Ads).
- Developed the retargeting strategy using behavioral segments to increase retention rate by 20%.
- Set up the entire marketing technology stack in 2 months (Google Tag Manager, Google Analytics event tracking, conversion tracking pixels, LinkedIn CRM automation, and reporting spreadsheets).

Performance Marketing Manager

May 2019 - April 2020

Takhfifan (the biggest group buying B2C e-commerce in Iran)

- Increased web and app conversion rates by 20% in 6 months for +100,000 daily active users.
- Structured the re-engagement marketing automation (email, push notification, and SMS) for +2,000,000 users using WebEngage, Emarsys, Firebase, and Branch.
- Increased installs of app campaigns by 30% in 2 months by scaling ad network campaigns.
- Revived +20 campaigns through measuring their organic uplift using various attribution models.
- Connected 3 internal data sources in Google Data Studio and Saved 4 hours per week for report generation.

Online Marketing Team Lead

May 2017 - May 2019

Medrick FZE (a fast-growing video game publisher in MENA)

- Collaborated with sales, data, and tech teams to successfully launch 2 new products.
- Increased organic traffic by 200% in 6 months through ranking on the first page for 3 topics.
- Improved display networks advertising CTR by 70% through running A/B tests on creatives.
- Boosted landing page conversion rates by 40% (using Google Analytics, Hotjar, and Metabase).

Paid Media Expert

September 2015 - May 2017

Avajang (a leading IT distributor in the Middle East)

- Coordinated campaign planning with +10 international vendors.
- Managed 4 out-sourced content writers to create +200 press releases, reviews, and articles.
- Performed daily positive seeding in forums to influence +100 key opinion leaders.

SEO Content Writer

August 2012 - September 2015

Freelancer

- Wrote SEO-friendly articles for 5 websites in the fields of technology and computer hardware.

EDUCATION

Bachelor's Degree - Economics

Allameh Tabataba'i University, Tehran

September 2014 - June 2018

High School Diploma - Mathematics and Physics

Dr. Shariati High School, Tehran

September 2010 - June 2014

HARD SKILLS

Online Marketing, Performance Marketing, B2B Marketing, SEM, Data-Informed Analysis, Hypothesis Testing, Data Analytics, Tracking, Advanced Excel Skills

SOFT SKILLS

Leadership, Analytical Skills, Data-Driven Problem Solving, Cross-Departmental Communications, Critical Thinking, Fluency in English

LICENSES & CERTIFICATIONS

Behavioral Economics & Psychology in Marketing

MINDWORX Academy

2020

Google Analytics for Power Users

Google

2019

Viral Marketing and How to Craft Contagious Content

Coursera

2019

Introduction to Data Analysis Using Excel

Coursera

2019

Advanced Google Analytics

Google

2019