

(Sayyid) Mohammad Hasan Mirmoeini

Digital Marketing Manager / International Digital Marketing Expert

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Professional Summary

Accomplished digital marketing expert with a technical background in electrical engineering. with extensive hands-on experience managing digital campaigns that have expanded a major Iranian industrial group's exports to 19 countries and built a web platform attracting a global audience from 128 countries. Holds multiple industry-recognized certifications—including an international professional diploma from the Google Skills Academy and membership in the Microsoft Experts Directory—and is noted as the first expert to provide digital marketing support in Persian on Google forums.

Education

Bachelor of Science in Electrical Engineering

Islamic Azad University (IAU)

Certifications

- **Google Skills Academy:** International Professional Certifications in Digital Marketing([skillshop.accreditable](#))
- **Microsoft Experts Directory:** Microsoft Advertising Search Certification: ([credly](#))
- **HubSpot Certification**
- **Semrush Certification**
- **eMarketing Institute Certification**
- **FutureLearn Certification**
- **IAB Europe Certification**

For verifying more than 40 official certificates from the world's leading technology institutions:

<https://www.linkedin.com/in/smhsmirmoeini/details/certifications/>

Professional Experience

- **Digital Marketing Manager**

Nami Industrial Group-sub company Rasam Polymer Nami

(2022-until now).full time

Tehran ,iran

**The leading knowledge-based polyurethane exporter in Iran([Iran Hi-Tech Company Club-Recognition of Rasam Polymer Nami as the leader](#)): The Presidential Institution of the Islamic Republic of Iran's Organization for Developing International Science and Technology Cooperation*

** Controls 30% of Iran's domestic market ([Vice-Presidency for Science and Technology](#))*

**News of GOVERNMENT OF THE ISLAMIC REPUBLIC OF IRAN: [The Vice President of Science, Technology and Knowledge-Based Economy visited a number of powerful and driving knowledge-based companies in East Azarbaijan Province.](#)*

- **Marketing and Sales consultant**

The architectural engineering group, Sustainable Geometry Idea Sekonj

(2022-until now) - part time

Texas, United States

- **Digital Marketing Manager**

Pooya Fanavaran Eilipi company

(2020-2022) - fulltime

Kermanshah,iran

- **Digital Marketing Specialist**

Pooya Fanavaran Eilipi company

(2018-2020) - fulltime

Kermanshah,iran

- Developed and executed comprehensive digital marketing strategies that expanded company exports across 19 international markets.(Rasam polymer Nami co)
- Led the creation and management of a website project that attracted visitors from 128 countries, enhancing global brand presence.([Rasam Polymer Nami official web](#))- ([Google Analytics rep](#))- ([Visual Report of Countries in Google Sheets](#))
- Provided pioneering digital marketing support in Persian, notably on Google forums, setting a benchmark for localized technical assistance.
(<https://support.google.com/profile/>)
- Oversaw multi-channel campaigns, including SEO, content marketing, social media, and analytics, ensuring measurable ROI and continuous improvement.

Key Skills

- **Digital Marketing Strategy:** Campaign planning, implementation, and optimization
- **Search Engine Optimization (SEO) & SEM:** Keyword research, on-page/off-page SEO, PPC
- **Content & Social Media Marketing:** Strategic content creation, social engagement, and community management
- **Data Analytics:** Use of digital analytics tools to drive decision-making
- **Project Management:** Coordinating cross-functional teams and international marketing initiatives
- **Technical Proficiency:** Familiarity with digital platforms and marketing technologies
- **Multilingual Communication:** Fluent in Persian (native) and English

Achievements

- Instrumental in significantly expanding international market reach, with exports growing to 19 countries.
- Developed an online platform that achieved global engagement, drawing traffic from 128 countries. ([Google Analytics report](#))
- Recognized as a trailblazer in providing Persian-language support on major digital platforms.

Languages

- **Persian:** Native
 - **English:** Fluent
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