

# Mohammad Mohammadi

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## ABOUT ME

A dynamic and innovative Senior Marketing Manager with a rich blend of expertise in digital marketing, business development, and graphic design. I am passionate about guiding start-ups from concept to success, leveraging my diverse skill set to turn visionary ideas into tangible achievements. My career is marked by a proven track record of mentoring emerging businesses, where my strategic approach seamlessly integrates creative design, cutting-edge marketing strategies, and effective business planning. This unique combination of skills has both propelled my career growth and consistently yielded transformative results for the start-ups I have collaborated with. As a forward-thinking professional, I am committed to staying at the forefront of industry trends, continuously enhancing my skills to drive innovation and success in today's fast-paced business landscape.

## EDUCATION

MSc	Digital Marketing	London South Bank University	London, UK	2008 - 2010
MSc	Project Management	London South Bank University	London, UK	2006 - 2008
BSc	Architecture	IUST	Tehran	1998 - 2003

## WORK EXPERIENCE

### Mana Immigration

March 2018- PRESENT

Director of Marketing

Toronto, Canada

- **Digital Marketing & Brand Strategy:** Spearheading digital marketing initiatives, crafting and executing a strategic plan that amplified the company's vision and mission, achieving a 35% boost in leads within six months.
- **Advanced Data Analytics:** Leveraging advanced analytics to identify key market trends, leading to the successful launch of a new market segment in the Far East, achieving a 15% market share within the first year.
- **Data Segmentation:** Harnessing customer data segmentation to tailor marketing messages, resulting in a 35% higher conversion rate for personalized campaigns.
- **Email Marketing:** Implementing A/B testing on email campaigns, enhancing open rates by 25% and click-through rates by 30%, significantly boosting customer engagement.
- **SEO & Content Strategy:** Leading SEO, SEM, and PPC campaigns, utilizing Google Analytics for optimization, resulting in a 38% increase in page views and the successful publication of over 35 articles on leading media platforms.
- **Social Media & Community Engagement:** Revitalized the company's Instagram, growing the follower base to 80,000 and generating 12,000+ leads, which contributed to a 25% increase in profitability.
- **CRM & Process Optimization:** Developed a bespoke CRM system tailored to immigration programs, significantly enhancing operational efficiency and client management processes.
- **Project Management:** Implemented task management software, streamlining project workflows and enhancing team productivity across business functions.
- **Marketing Automation:** Utilizing Marketo and HubSpot for automated marketing campaign management and developing email nurturing programs to enhance the sales pipeline.
- **Sales Funnel:** Creating sales funnels for different immigration programs, training the sales team, and designing and implementing an appraisal system to audit performance and improve business development leads.
- **Cost Management:** Led a strategic overhaul of marketing and business operations, achieving a 40% reduction in marketing costs within a year through data-driven budget reallocation and operational efficiencies.
- **Document Management:** Designing and implementing an advanced cloud-based electronic document management system.
- **Website Development:** Designing WordPress websites based on competitive research and implementing an on-page and off-page Search Engine Optimization strategy.
- **Learning Management System:** Creating an online educational platform utilizing Moodle, the most advanced Learning Management System.
- **Business Plan:** Administering the development of comprehensive business plans.
- **Mobile Application Development:** Designing iOS and Android mobile applications and distributing them on major application markets such as Apple's App Store and Google Play.

## Project Manager

February 2015- March 2018

Google

Toronto, Canada

- Coached a team of 40 contributors in teaching the artificial intelligence behind Google's search engine, improving its performance through sophisticated machine learning processes.
- Managed team leaders on the Google Knowledge Graph project, which covered 570 million entities and 18 billion facts, aiming to "Reshape the web."
- Compiled and edited various detailed guidelines in multiple languages for use by contributors.
- Supervised a team of *Ad Quality Raters*, responsible for providing feedback on the quality and content accuracy of advertisements on Google.
- Oversaw highly trained *Search Quality Evaluators*, rating the quality of web pages.
- Took initiative in revamping quality assurance policies and procedures, significantly enhancing operational efficiency.
- Played a key role in revising a localization strategy for Google's localization project, addressing regional preferences and language complexities, leading to a 25% increase in user adoption.
- Applied strong leadership talents in interviewing job applicants, training new hires, and fostering a cohesive work environment among team members.
- Acted as the primary point of contact for stakeholders, providing regular updates and managing expectations effectively.
- Led strategic planning sessions to align project goals with Google's broader objectives, ensuring cohesive progress and cross-departmental collaboration.
- Implemented advanced data analysis techniques to monitor project performance, identifying key trends and insights that guided decision-making processes.
- Coordinated with international teams to ensure global standards and practices were uniformly applied, fostering a cohesive approach to project execution across different regions.
- Developed and maintained project timelines and milestones, using project management tools to track progress and ensure timely completion of objectives.
- Facilitated regular team meetings and workshops, fostering open communication, brainstorming, and problem-solving to overcome project challenges and encourage innovation.

## Marketing Account Manager

January 2010- February 2015

Kaiser Associates

London, UK

- Developed unique marketing strategies for clients across various industries such as IT, healthcare, real estate, manufacturing, financial services, and social services, aligning with their specific business objectives.
- Established and maintained strong connections with clients, understanding and addressing their business goals and marketing needs, which led to a 30% increase in client satisfaction scores and a 25% growth in client retention.
- Managed key account processes for B2B & Enterprise (B2C) clients, ensuring smooth operations and client satisfaction.
- Collaborated with large corporations to transform their marketing efforts into revenue-generating activities using tools like *HubSpot* and *Marketo*, applying best practices in marketing automation and lead management.
- Created and executed over 25 comprehensive business plans for a diverse, global client base, guiding their strategic direction and growth.
- Undertook extensive research and analysis of market trends, consumer demand, and competitors' strategies to inform client sales and marketing strategies.
- Implemented a Knowledge Management and collaboration system to enhance information sharing among consultants.
- Led cross-functional teams to deliver client projects on time and within budget, fostering collaboration and ensuring high-quality output.
- Played a key role in the strategic planning process, turning insights into actionable marketing strategies that drive client success.
- Oversaw the budgeting process for marketing campaigns, ensuring optimal allocation of resources for maximum return on investment.
- Provided training and mentorship to junior staff and team members, enhancing their professional development and skills in marketing and client management.
- Regularly analyzed and reported on campaign performance, providing clients with insights and recommendations for continuous improvement.
- Continuously sought new and innovative ways to improve service delivery and client outcomes, staying ahead of industry trends.