Negar Pourjavad

Performance Marketer

I'm Negar Pourjavad, an Electrical Engineering graduate turned Digital Marketing enthusiast with a knack for Content Marketing and SEO. My journey began at Esfahan University and has since led me to roles as a content strategist and performance marketer for companies like Ostadkar and Flightio. I'm passionate about leveraging my skills in content optimization and campaign improvement to achieve tangible results. Connect with me for innovative marketing strategies that make a difference.

Contact

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Address
Tehran

Education

2019

Master's Degree in Electrical Engineering - Control

University of Isfahan

2016

Bachelor's Degree in Electrical Engineering

University of Isfahan

Expertise

- Web Analytics
- GA4 & GTM
- BigQuery
- SQL
- SEO
- PPC Advertising

Language

English

Experience

2023
Flightio | Tehran

Performance Marketing Specialist

As a Performance Marketer at Flightio, my primary duties involve **optimizing marketing channels** to **enhance campaign effectiveness** and **increase conversion rates**. This entails rigorous analysis and optimization of digital marketing efforts across various platforms to ensure maximum reach and engagement with our target audience. I focus on improving the **Clarity** and cohesion of our marketing messages to resonate with potential customers. Additionally, I employ **data-driven strategies** to monitor performance metrics closely, making informed decisions to refine our approach continually. My role is crucial in driving the efficiency and success of Flightio's marketing initiatives, aiming to boost overall sales and customer satisfaction.

2022 - 2023
Filimo | Tehran

Performance Marketing Specialist

As a performance marketer at Filimo, my primary duties include **optimizing Google Ads campaigns**, with a special focus on **Brand Name campaigns**, to enhance visibility and conversion rates. I meticulously **analyze web analytics** to understand user behavior and campaign performance, enabling **data-driven decisions**. Additionally, I utilize tools like **Clarity** to gain insights into user interactions on the website, identifying areas for improvement in the **user experience and journey**. This role requires a blend of analytical prowess and strategic thinking to continuously refine and elevate Filimo's online presence and marketing efforts.

2021-2022
SepidarSystem | Tehran

Senior SEO Specialist

At Sepidar, I was responsible for the website and SEO. During this time, **content strategy** was developed and implemented in two main areas: accounting and tax training. With multiple updates and a focus on user satisfaction, the structure of blog content was improved, and various media platforms like Virgool and Medad were used for content promotion and distribution. To strengthen external **link-building**, a layered and multi-stage link-building strategy was devised and executed. Throughout various marketing phases, to ensure the accuracy of processes and analyze user behavior, different testing and analysis tools such as Hotjar, Google Optimize, and Microsoft Clarity were employed. Additionally, creating Google Ads campaigns and optimizing and tracking events with GTM tools were among my other responsibilities at Sepidar.