



Negar Pourjavad

Performance Marketer Expert

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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Email

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Linkedin

www.linkedin.com/in/negar-pourjavad

My Website

<https://www.negar.digital/>

Education

2022

Master of Business Administration - MBA

University of Tehran

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
- Google Ads

Experience

780 | Tehran

Product Marketing Manager

As the Product Marketing Manager for the tourism vertical at Haf Hashtad, I oversee the go-to-market and growth strategies for a multi-service product that includes domestic flights, international flights, hotels, bus, and train services.

My role involves weekly alignment meetings with product, business, and marketing teams to review performance KPIs and develop integrated action plans. These plans span across SEO, performance marketing, content, CRM, and brand initiatives — all designed to drive sustainable growth, enhance user experience, and maximize ROI.

With a data-driven approach, I bridge the gap between product features and market needs, ensuring that messaging, positioning, and marketing tactics are fully aligned with business objectives and customer insights.

780 | Tehran

Experienced Performance Marketing Lead

Currently, I am working as the Head of Performance Marketing at 780, where my primary responsibilities include **event tracking** on the website and app, **app marketing**, and managing pay-per-click (PPC) advertising on **Google Ads** and other platforms.

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.

Monovm | USA

Senior SEO Specialist

I worked as a Senior SEO Specialist at Monovm, where my main responsibilities included devising content strategies for the blog and guest posts on external sites. Additionally, I focused on internal linking and competitor backlink analysis. During my tenure, these efforts resulted in approximately a 40% increase in inbound traffic.

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.



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Experience

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.

Zarpay | Tehran

Digital Marketing Consulting

As a Digital Marketing Consultant at Zarpay, I am responsible for strategizing advertising campaigns, negotiating with advertising agencies, and analyzing the performance of digital marketing efforts to ensure optimal results.

SweetnFresh | Canada

Digital Marketing Consulting

Managing e-commerce tracking, SEO, and analyzing paid advertising performance for SweetnFresh, an online bakery business in Canada. Focused on improving user experience (UX) and optimizing the sales funnel to drive conversions. Continuously optimizing marketing strategies to enhance online sales and customer satisfaction.

Glocalcare | USA

PPC Advertising Consulting

As a PPC Advertising Consultant at Glocalcare, I manage Google Ads and Meta campaigns to promote beauty pharmaceutical products. I focus on optimizing performance, improving targeting strategies, and increasing conversions while reducing costs. Additionally, I collaborate with marketing and design teams to enhance ad quality and drive online sales.



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- Google Ads

Teaching Experience

○ Dehban Academy | Tehran

Teaching Analytics 4 and BigQuery

Delivered comprehensive training on Analytics 4 and BigQuery at Dehban, both in-person and online, focusing on data analysis, visualization, and extracting business insights to empower decision-making.

○ HDM | Tehran

Teaching BigQuery

Conducted online and in-person BigQuery training sessions at HDM Digital Marketing Agency in collaboration with Mr. Hatef Talouei.