

NAVID DAVAR

Digital Marketing Specialist | Social Media Strategist | B2B Content & Growth |
Paid Ads Specialist | AI-Enhanced Marketing & Automation

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ABOUT ME

Results-driven Digital Marketing Specialist with strong expertise in **social media strategy, SEO-content, paid ads, B2B growth, and AI-powered workflow automation**. Proven success in scaling brands across **SaaS, tech, finance, medical, industrial, and service sectors**. Skilled in designing data-driven campaigns, optimizing multi-platform content, building LinkedIn authority, and integrating AI agents to improve efficiency and reduce operational costs. Combines analytical precision with creative storytelling, backed by dual academic training in Physics and Polymer Engineering.

CORE COMPETENCIES

- **Social Media Strategy:** Instagram, LinkedIn, YouTube, TikTok, Reddit, X, Discord, Telegram
- **Paid Ads:** Google Ads, Meta Ads, LinkedIn Ads, Telegram Ads
- **Content & SEO:** Website content, B2B content, technical writing, keyword strategy, on-page SEO
- **AI & Automation:** Prompt engineering, AI agents, n8n workflows, content automation
- **Tools:** Google Analytics, GSC, GTM, Webflow, WordPress, CMS, Ahrefs, Manychat
- **Growth & Sales:** Lead generation, demand generation, CRM (HubSpot, Salesforce), B2B communication

SELECTED ACHIEVEMENTS

- Increased website organic traffic **+145% in 4 months** through SEO-optimized content.
- Achieved **Top-3 Google ranking for 25+ strategic keywords** (trade, industry, technical niches).
- Created 120+ technical articles and 250+ product pages, driving **45% organic traffic growth**.
- Scaled LinkedIn company pages to **1,000+ followers** with **3,000–5,000 impressions** per campaign cycle.
- Increased user engagement **up to 60%** and generated **25% more qualified leads** through content optimization.
- Developed AI automations reducing content production time by **30–40%**.

WORK EXPERIENCE

ZeroOne – Senior Content Specialist (Canada, Freelance, Remote)

AUG 2025–NOW

- Created and SEO-optimized SaaS/IT content with technical accuracy.
- Managed LinkedIn content, achieving **700+ new followers** and **4,000+ impressions**.
- Developed data-driven content strategies improving engagement, traffic, and lead generation.
- Delivered high-quality website and social media content for multiple clients, including:
 - **ZeroBugZone (Canada, Pest Control):** Website content creation and management of Instagram & YouTube channels, driving engagement and audience growth and Google Ads campaign manager.
 - **AminPardaz (Canada, Immigration Consultancy):** Website content strategy and copywriting tailored to target clients.
 - **Esna Glass (Canada, Door & Window Services):** Website content creation and management of Instagram & Facebook pages, enhancing online visibility and customer interaction along with Meta Ads & Google Ads campaign manager.

ALLiN Partners – Senior Project Coordinator (UK, Freelance, Remote)

JUL 2025–OCT 2025

- Led the ALLiN Fellowship launch, managing ads, website setup, and social media content.
- Served as primary stakeholder liaison, improving workflows and project delivery efficiency.
- Managed LinkedIn growth, gaining **1,000+ followers** and **3,000+ impressions**.
- Oversaw multi-platform content strategy and coordinated talent sourcing for **200+ candidates**.

Candle Academy – Web Content Specialist (Iran, Freelance, Remote)

APR 2025–JUL 2025

- Led content strategy for financial education courses, blogs, newsletters
- Produced **200+ SEO-optimized articles** on Forex, investment, financial markets
- Boosted organic traffic, rankings, and user engagement with multimedia content

Fakhraei Agency – Web Content Specialist (Iran, Freelance, Remote)**MAR 2025–JUL 2025**

- Created multimedia content for web/social channels, enhancing clinic reputation and patient engagement
- Authored **20+ SEO-optimized** pieces on hair transplantation, patient care, and treatments for Padra Clinics (Canada, Qatar, UAE)
- Improved search visibility, organic traffic, and ensured consistent brand messaging across branches

Daya Materials – LinkedIn Marketing Specialist (Iran, Freelance, Remote)**JAN 2025–JUL 2025**

- Managed LinkedIn page growth (**+1000 followers, +5000 impressions**) and executed Ads campaigns for lead generation
- Created and curated text, image, and video content aligned with brand identity and target audiences
- Supported international expansion with client communication and export activities in natural stones, ceramics, and cements

FX24 Broker – Customer Account Manager (Azerbaijan, Full-time, Remote)**MAR 2025–JUN 2025**

- Managed **1000+ international trading clients**, boosting satisfaction and retention
- Improved onboarding efficiency by **30%** through account setup, platform support, and trade execution assistance
- Delivered tailored campaigns with marketing team, increasing engagement, deposits, and active accounts (**+15% in 4 months**)
- Hands-on expertise in CRM systems, financial communication, and client relationship strategies in forex trading

Rahkar Tejarat Paya – Web Content Specialist (Iran, Freelance, Remote)**MAR 2025–JUN 2025**

- Increased organic traffic by **145% in 4 months** with SEO-optimized trade content
- Achieved **top-3 Google ranking** for **25+ strategic import/export keywords**
- Boosted session duration by **62% through engaging articles** on customs and compliance
- Expanded global visibility, driving **35% growth** in foreign inquiries (Europe, Middle East, Asia)

Nil Tejarat Artiman – Sales Engineer (Iran, Full-time, On-site)**JUL 2024–JAN 2025**

- Designed, consulted, and sold food industry machinery (grain silos, edible oil, flour mills, QC lab equipment, spare parts) from leading European suppliers (CESCO EPC, HUM, Golfetto Sangati, SKF, FOSS, etc.)
- Pursued **10 major industrial contracts worth €18M; successfully closed 2 contracts totaling €5M**
- Launched and managed company WordPress website and LinkedIn page, producing content that generated **~120 followers** and **~5K impressions** in **6 months**
- Strengthened international sales pipeline and brand visibility through technical consulting and targeted content marketing

Asr Tether – Market Development Expert (Iran, Freelance, Remote)**APR 2024–JAN 2025**

- B2B organizational marketing and sales expert
- Market development expert in the field of **cryptocurrency-based payment gateways**

Mina Tajhiz Aria – Web Content Specialist (Iran, Freelance, Remote)**NOV 2022–JAN 2025**

- Managed 3 digital campaigns, **boosting engagement +60%** and **qualified leads +25%**
- Optimized 150+ product descriptions, **reducing inquiries -25%** and improving clarity on specs/MSDS/lab use
- Created/optimized 250+ product pages, driving **+45% organic traffic** in chemical & lab equipment sector
- Produced 120+ ASTM/ISO-aligned technical pieces, increasing conversions **+30%**
- Improved on-page SEO, ranking **20+ industry keywords** on Google's first page
- Built content style guide, **cutting errors -35%** and accelerating delivery
- Collaborated with sales/technical teams, reducing response time **-20%**

Saater Co. – Technical Sales Expert (Iran, Part-time, On-site)**FEB 2023–MAR 2024**

- Managed sales team, boosting workflow efficiency and monthly sales **+25%**
- Delivered technical training, reducing communication errors **-40%** and improving product knowledge
- Provided hardware approvals in tenders, raising **win rate +30%**
- Launched LinkedIn page, producing **40+ videos**, driving **+65% social engagement** and B2B visibility
- Oversaw SEO-optimized WordPress content, increasing **inbound inquiries +35%**
- Developed product advertising strategies, improving conversion rates **+20%**

- Supported **30+ early-stage teams** with consulting, acceleration, and go-to-market strategies
- Collaborated with VC on deal screening, due diligence, and tech-market fit evaluations
- Evaluated **50+ startup proposals** across mining, chemical, and digital sectors
- Expanded pipeline via industry calls, boosting high-potential startup intake
- Managed social media (Instagram/Telegram), increasing engagement **+40%** with technical/educational content
- Produced multi-format content, strengthening brand authority in deep-tech innovation
- Oversaw WordPress site, improving structure and driving **+25% organic traffic**
- Coordinated teams, mentors, and cohorts, raising **operational efficiency +30%**

EDUCATION

AMIRKABIR UNIVERSITY OF TECHNOLOGY – TEHRAN POLYTECHNIC

2018–2022

Physics _ BSc

AMIRKABIR UNIVERSITY OF TECHNOLOGY – TEHRAN POLYTECHNIC

2017–2022

Plastics and Polymer Engineering _ BSc

LANGUAGES

ENGLISH

Advanced

FRENCH

Intermediate

PERSIAN (FARSI)

Native

GERMANY

Elementary

ARABIC

Intermediate

TECHNICAL SKILLS

- **Marketing Tools:** Google Analytics, GSC, GTM, Meta Business, LinkedIn Ads, Google Ads, Ahrefs, YouTube Studio, Manychat
- **Content Tools:** Canva, CapCut, InShot, WordPress, Webflow, Wix
- **AI & Automation:** Prompt Engineering, n8n, Google AI Studio
- **Data & Software:** Python, R, MATLAB, SPSS, SolidWorks, COMSOL, OriginPro

AWARDS & HONORS

TOP SELECTED AT YOUTH KHWARIZMI FESTIVAL

2024

Tehran, Iran

RESEARCH FELLOWSHIP GRANTED BY AHMADI ROSHAN PROGRAM

2021

Tehran, Iran

FOURTH RANK IN THE SECOND NATIONAL COMPETITION OF THE ADVANCED PHYSICS LEAGUE (IAP)

2021

Tehran, Iran

THIRD PLACE IN THE NATIONAL 1ST “RAHNESHAN” COMPETITION

2020

Tehran, Iran

TOP SELECTED AT THE NATIONAL NANOTECHNOLOGY COMPETITION

2018

Tehran, Iran

SILVER MEDAL AT THE INTERNATIONAL EXHIBITION AND CONFERENCE OF YOUNG SCIENTISTS OF I-RYSCE

2017

Kuala Lumpur, Malaysia