

SHAHAB DAROUGHEHA

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SUMMARY:

Energetic, friendly, and skilled team leader with more than 12 years of experience working globally in different but related positions such as senior marketing and sales manager, Google ads specialist, and project manager. Maintained complete employee satisfaction and a 100% KPI delivery rate with high quality standards within diverse industries. Having extensive ability in search engine optimization, social media advertisement, market growth, and brand productivity enhancement. A skilled UI/UX designer who is experienced with the PHP, HTML, and CSS used in WordPress CMS and backend development.

EXPERIENCE:

- **Let's Design For You LLC, Chief Marketing Officer (CMO). March 2022 to February 2023 (United States - Remote)**
 - Raised the company's income ratio by 145% in 2022 and increased overall brand awareness in the USA with an SEO audit with full keywords and local search optimization.
 - In 2022, I directly oversaw and managed 12 projects that were successfully completed, and increased monthly sales by 60%.
 - Generated dedicated advertising campaigns and optimization with a monthly expenditure of more than 20k USD, together with an enhanced audience engagement rate of 420% quarterly.
 - Led a team of 12 developers, UI/UX designers, and marketing experts to improve client sales ratio within their market share.
- **Klingit AB, Web and Social Media Marketing Manager. October 2021 to February 2023 (Sweden - Remote)**
 - Initiated local market research, and collaborated with advertising, marketing, and public relations agencies in Sweden, the United Kingdom, and the Netherlands.
 - Implemented and improved more than 50 social media advertising campaigns each month at an average cost of more than 25k EUR, which increased audience engagement by 300%.
 - Developed the ad layout structure template, oversaw the company's online marketing strategy, and worked with project managers to evaluate the visual production quality.
 - Guided content creation, marketing initiatives, and social media presence ended in a 1000% increase in followers and organic engagement on social media platforms.
- **EMS Language Centre, International Marketing and Sales Manager. June 2012 to October 2021 (Malaysia - In-office and Remote)**
 - Developed annual marketing and sales plan that boosted business development and market share by 75% in a maximum of two fiscal years.
 - Designed and carried out worldwide advertising campaigns with a \$200,000 USD marketing budget each year.
 - Directly handled partnerships with far more than 100 international organizations, as well as official educational affairs in Malaysia, including 62 embassies, which contributed to a surge in the company's revenues at an average growth rate of 135% per year.
 - Re-created the company's main business model and implemented the most diverse marketing team in 2020, evolving more than 35 executives from 23 different nationalities with 8 different languages.
 - Coordinated media relations via newsletters and instructional publications, as well as overseeing corporate activities and events, including international exhibits in over 30 countries.
- **Molaei Marketing & Services, Multimedia Marketing Supervisor. September 2011 to December 2012 (Malaysia - In-office)**
 - Designed marketing strategies (quarterly and annually) alongside project management and pricing model for offered services.

- Designed and implemented the Malaysian discount card in the local market with Improved B2B plans for the main business model working with a team of 5 executives.
- Managed website content and UI improvement every month as well as established a QA method for printed materials

EDUCATION:

- Master of Science in Business & Technology Management - Staffordshire University
- Bachelor of Science in Business Information Technology - Staffordshire University

LANGUAGE SKILLS:

- English - Advanced Level
- Persian (Farsi) - Advance Level
- Russian - Beginner Level

AWARDS/CERTIFICATES:

- Economics & International Business from I.B.M Institute
- Essential Management Skills from I.B.M Institute
- Marketing & Communications in Business Management from I.B.M Institute
- E-Commerce Analytics from Google Academy
- Google Ads Fundamentals from Google Academy
- Google Ads Mobile Certification from Google Academy
- Advanced Google Analytics from Google Academy
- Google Ads Mobile from Google Academy
- Received from I.B.M Institute
- Complete Business Plan from Udemy Learning Academy
- Social Media Marketing from Udemy Learning Academy
- Business Management from Limkokwing University of Creative Technology
- English & Design from Taylor's University
- Educational System from The Ministry of Education of Malaysia
- Professional Development from The Ministry of Education of Malaysia

REFERENCE:

- Scanned copies of documents, recommendation letters, and contacts are available upon request.