

# ALI MASOUMI

Marketing Specialist

Copywriter

Wordpress Developer

## CONTACT

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🌐 Portfolio: [www.allmass.ir](http://www.allmass.ir)

📍 Tehran, Iran

## WORK EXPERIENCE

### Marketing Specialist / Web designer

2023 / Present (Part-time) Mayada Marketing (Dubai)

Design websites, create and manage optimized content, and develop and oversee campaigns for both personal and client companies specializing in the food industry.

### Digital Marketing Specialist

2020 / 2023 (Full-time) Eways Co (Iran)

B2B marketing, content strategy, and boosting brand recognition and user engagement in the technological accessories industry.

### Digital Marketing Specialist

2014 / 2020 Fanavaran Faraz Hormoz

Developing and implementing comprehensive digital marketing and content strategies tailored to aviation education.

## CERTIFICATE

### Marketing Specialist (ANZSCO 225113)

VETASSESS Australia / 2024

## LANGUAGES

Farsi (Persian)

Native or Bilingual Proficiency

English

Full Professional Proficiency

## STORY OF LIFE

I am a marketing specialist with a strong focus on strategic thinking and creative problem-solving to deliver impactful digital marketing solutions. My expertise in WordPress development supports my ability to craft high-performing websites that enhance brand identity and engagement. With a deep understanding of SEO and analytics, I develop data-driven marketing strategies that drive traffic growth, boost lead generation, and maximize online visibility.

## EDUCATION

01/2023 - Present, Inverse Online School  
Copywriting to Creative Directing – Online Course

09/2009 - 03/2013, Institute of  
Humanities and Cultural Studies  
General Linguistics – Master of Arts

## SKILLS

Marketing Digital Marketing

Content Writing Copywriting

Content Strategy SEO

Wordpress Branding

## SOFT SKILLS

Communicating Problem-Solving

Adaptability Flexibility

Time Management