

# SHEYDA

## Hajiesmaeili

### SEA MANAGER



#### DETAILS



0049/17621641539



sheyda.hajiesmaeili@yahoo.com



24.06.1990

in Tehran/Iran



Chausseestraße 106

10115 Berlin, Germany



Nationality

German-Iranian

Berlin, 15.07.2023

*Sheyda Hajiesmaeili*

#### EMPLOYMENT HISTORY

##### **Junior online marketing manager in Frankfurt**

*06/2023-now at Dress for less*

Price comparison search engine, Affiliate marketing, Social Media advertisement, Google Ads, E-Mail Marketing

##### **Online Marketing Manager in Düsseldorf**

*10/2022-02/2023 at Blue Marketing*

Google Ads, Bid management, SEA, Conception, Implementation, Monitoring & optimization of SEA activities, Search, Display, Remarketing, Shopping, PMax Campaigns, B2C environment, keyword generation, ad text writing, landing page selection

##### **Traineeship in Berlin, Performance Marketing**

*07/2022 - 09/2022 at Ecomex*

Social Media Marketing, Social Media Advertisement, Content Marketing, E-Mail Marketing, Analysis & optimization, Online Marketing Strategy, SEO, SEA, Bilder Photos & Videos for Web, Texts for Web, Messenger Marketing

##### **Account Strategist in Berlin**

*11/ 2021-05/2022 at Smarketer*

Google Ads, Bid management, SEA, Conception, Implementation, Monitoring & optimization of SEA activities, Search, Display, Remarketing, Shopping, PMax Campaigns, B2C environment, keyword generation, ad text writing, landing page selection

#### EDUCATION

*Potsdam University in Germany*

Master in Biochemistry and Molecular Biology, 2018

*Tehran Medical University in Iran*

Bachelor in Medical Laboratory, 2011

#### QUALIFIKATIONEN

- Performance Marketing Certification
- IELTS Certification
- Goethe Certification
- Google Certification

#### SOFTWARE & TOOLS

- Google Datastudio, Google Merchant Center
- Google Sheets, Productsup
- Microsoft Office Salesforce, REXX, Sharepoint
- Zendesk, Insightly, Outlook
- Monday, Atlassian, Jira, Confluen
- Tableau

English  
Fluent

German  
Fluent

Persian  
Native

S E A M A N A G E R

Berlin, 15.01.2023

Dear hiring team,

As a online marketer, I was excited to see this opportunity. I am sure that I would be fit for the role of Performance Marketing Manager at your agency. I can definitely assist you with running campaigns in German-speaking countries. I have a good understanding of both English and German languages, so I can help you with translations, content creation, and any other language-related tasks you may need. Just let me know how I can be of assistance!

In my previous jobs, I was actively involved in SEA strategies and continued to provide value by actively interacting with social media and SEO team. I'm able to generate webseite traffic and enhance the renevue with lower Budgets. I was responsible for delivering great value for the budgets and making recommendations for the strategy that will provide benefit. I have worked with 5+ figure budgets and managing multiple accounts/products. Something I value a great deal is thinking beyond the box. I am able to use creative and impressive strategies to improve my google accounts.

From my resume, you can see that I'm familiar with CRM tools and data analysis. The requirements of this position align perfectly with experience I've attained during my career in online marketing. I have honed my marketing management skills through professional experience. My background includes a Traineeship, as well as two positions in two online marketing firms. I've been lucky enough to be part of Smarketer, which is the one of the Europe's leading marketing agencies.

While working for Smarketer Agency, I managed and maintained the google Ads account and this included SEA optimization . I was responsible for creating strategy, reporting and developing creative ways to improve the business. Additionally, I evaluated important metrics that affected the website traffic and website experience. This was a unique opportunity for me to gain valuable experience of working with a range of diverse types of clients and develop my PPC skills. My clients really were very varied and included; Fashion, Industry, Online Courses, Home and Design, Beauty, Wellbeing (Hair and Skin care), Sexshop, Animals, Garden, Entertainment für kids, online pharmacy and Watches. Agency-side positions gave me the opportunity to soak up all sorts of knowledge across a diverse portfolio and meet deadlines.

I would appreciate the opportunity to discuss my qualifications with you further. Thank you for taking the time to read my CV, and I'm excited to hear back from you.

Sincerely,  
Sheyda Hajiesmaeili

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