




ASHKAN HAJMOHAMMADI

Creative Strategist & Marketing Expert

CONTACT INFO

 ashkan.h.mohamadi@gmail.com

 Turkey: (+90) 531 256 9876
Iran: (+98) 912 393 3575

 linkedin.com/in/ashkanhm

SKILLS & EXPERTISE



LANGUAGE SKILLS

- English: Full Professional Proficiency
- Persian: Native
- Turkish: Limited Working Proficiency

EDUCATION

BACHELOR DEGREE / 2008
Industrial Engineering
Islamic Azad University South Tehran Branch

COURSES

- Advertising Management / 2016
Vije School of Visual Communications
- Introduction to Marketing / 2015
Wharton University of Pennsylvania (Online)

SUMMARY

I'm an experienced marketing and digital expert with 20+ years, specializing in crafting innovative strategies for customer engagement and brand growth. I believe in blending human insights with data to find the sweet spot between strategy and creativity. Proven track record includes 30+ successful campaigns, highlighted by a 200% increase in store footfall for a premium appliance brand and a 150% revenue boost in the last agency role.

WORK EXPERIENCE

CREATIVE STRATEGIST

Tapsell / 2023 – Present (Reason for seeking new opportunity: Relocation to Helsinki, Finland)

- Improved clients' campaign performance by optimizing content strategies for the largest digital ad network in Iran.
- Enhanced campaign conversion rates by 25% through the development of engaging Playable and HTML banners.
- Increased click-through rates (CTR) by 25% to 35% by creating innovative and visually appealing content.
- Boosted action rates (AR) by 10% to 20% by incorporating strategic video content into campaign media formats.

HEAD OF MARKETING COMMUNICATIONS

Dream Farm Studios / 2022 - 2023

- Led the marketing team in developing and executing an annual communication plan for DFS's digital touchpoints.
- Handled website content and produced 19 SEO-optimized articles which led to a 100% increase in website traffic, translating to a 40% boost in lead generation.
- Achieved a 150% increase in social media impressions, specifically on LinkedIn, through the creation of 30+ creative and targeted content pieces.
- Initiated the communication plan and website for Dream Farm Agency, a sister company of DFS, expanding DFS's new venture's digital footprint.

STRATEGY & DIGITAL MARKETING DIRECTOR

PGt Agency / 2021 - 2022

- Increased the digital marketing department's revenue by 150% within 6 months.
- Led six advertising pitches, securing victories in three for OMO, Comfort, and Closeup digital campaigns.
- Planned and executed a highly impactful digital campaign for Panberes's marathon event, resulting in 5m+ impressions, 700k views for the main video, and exceeding the participants' signup goals by 500 through digital platforms.
- Led the creation of 700+ content for the social media platforms of four main clients, including Nestle and Danone, within 18 months.

CO-FOUNDER & CREATIVE DIRECTOR

MAYA Digital Marketing Communications / 2020 - 2021

- Produced over 80 engaging social media content for FMCG industry giants, Roshd Group and Sunstar.
- Crafted and executed a high-impact social media campaign for Roshd Group's Yalda celebration, generating 1m+ reach, 10% follower growth, and a 100% increase in website traffic.

ASHKAN HAJMOHAMMADI

Creative Strategist &
Marketing Expert

WORK EXPERIENCE

STRATEGY & DIGITAL DIRECTOR

FCB ARTGROUP Tehran / 2018 - 2020

- Participated in 12 advertising pitches, achieved victories in 6.
- Planned and executed a successful social media campaign for Danone Waters, resulting in a notable 15% increase in followers and 100k interactions within 7 days.
- Led the launch of Danone Waters' premium water brand, Light Blue, through an engaging social media art competition campaign, elevating brand awareness and driving impactful audience engagement.

SENIOR STRATEGIC PLANNER

Daarvag International Advertising Agency / 2017 - 2018

- Participated in over 30 communication plans, notably contributing to the launch campaign of Kaarmaan House in Tehran.
- Developed and executed a highly impactful digital marketing campaign for Miele, resulting in a 200% increase in store footfall and a 250% expansion of their customer database during the campaign period.

DIGITAL CREATIVE & STRATEGY MANAGER

ACG (Aftabnet Communication Group) / 2015 - 2017

- Crafted 21 social media strategies and 3 comprehensive digital marketing plans, including the re-launch of Johnson & Johnson's Neutrogena in Iran and Phillips holiday campaign.
- Led content development, ensuring the creation of over 200 impactful social media content.
- Completed HAVAS Media's exclusive digital marketing training in Dubai.

ASSOCIATE CREATIVE DIRECTOR

ACG (Aftabnet Communication Group) / 2015 - 2017

- Executed and led over 40 creative brainstorming sessions, resulting in the writing of 450+ TV commercial scripts, contributing to the creative excellence of campaigns.

ASSOCIATE CREATIVE DIRECTOR

Badkoobeh Full Service Advertising Agency / 2014 - 2015

- Developed concepts and ideas for Out-of-Home (OOH) media through active participation in agency brainstorming sessions.
- Led the team in writing 70+ TV commercial scripts, enhancing the creative impact of our Integrated Marketing Communication (IMC) campaigns for clients.

MOTION GRAPHICS DESIGNER & COMMERCIAL DIRECTOR

Moj-e Noor Advertising Agency / Freelance / Tasvirsazan-e-sima / 2006 - 2014

- Acted as the motion graphics designer & commercial director for Moj-e Noor Advertising Agency, the exclusive advertising agency to Hamrah-e-Aval, the leading mobile communications company in Iran.
- Created 40+ motion graphic videos for notable companies and brands including Red Bull.


GRAPHIC DESIGNER

Saman Resaneh Shargh Advertising Agency / 2003 - 2006

All Started Here!

- Kicked off my journey in marketing as a Graphic Designer, crafting visuals for marketing materials.
- Built a solid graphic design foundation, laying the groundwork for my career adventures.

 ashkan.h.mohamadi@gmail.com

 Turkey: (+90) 531 256 9876
Iran: (+98) 912 393 3575

 linkedin.com/in/ashkanhm