



ASHKAN HAJMOHAMMADI

Creative Strategist & Senior Marketing Expert

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Summary

I'm a marketing and digital expert with extensive experience in creative campaign development and communication strategy. I specialize in crafting innovative, data-driven marketing strategies that drive lead generation and brand awareness across various industries. Skilled in multi-channel campaign management, content creation, and brand building, I thrive in fast-paced, mission-driven environments. My approach centers on thoroughly understanding businesses and their customers, enabling me to leverage the right marketing tools effectively. (To explore detailed case studies, please visit [my portfolio](#) page.)

Skills

With years of experience in marketing and advertising, I've developed key skills in three core areas.

Check out the Project Case Studies and sample works for each area.

Creative Strategy & Brand Management

- Creative Campaign Development
- Communication Strategy & Messaging
- Customer Experience (CX) Management
- B2B Marketing Strategy

- [Miele Referral & Loyalty Campaign](#)
- [Samar Charity Foundation Campaign \(Shortlisted for New York Festivals Advertising Awards 2019\)](#)

Content Creation & Creative Direction

- Multi-Channel Content Creation
- Platform-Specific Content Strategy
- AI-Driven Content Creation
- Content Strategy Development

- [Danone Waters Content Marketing](#)
- [ACG Digital Content Reel](#)

Performance-Driven Digital Advertising

- Data-Driven Campaign Management
- Lead Generation & Conversion Optimization
- KPI Tracking & Analytics (ROI-focused)
- Budgeting and Resource Allocation

- [BIODERMA Digital Campaign](#)
- [Viral Social Media Influencer Marketing](#)

Experience

Creative Strategist & Content Team Lead

2023 – 2024

Tapsell (<https://tapsell.com/>)

- Developed and optimized over 20 data-driven strategic campaigns for B2B clients, focused on lead generation and brand awareness.
- Utilized data-driven insights to tailor content for maximum impact and alignment with business objectives.
- Collaborated closely with sales and product teams to ensure cohesive messaging and strategy.
- Improved clients' campaign performance by optimizing content strategies.
- Increased click-through rates (CTR) by 25% to 35% by optimizing user journeys and developing engaging strategies for the campaigns.

Head Of Marketing Communications

2022 - 2023

Dream Farm Studios | Toronto, Canada (Remote) (<https://dreamfarmstudios.com>)

- Developed and implemented a comprehensive communication strategy followed by a B2B content marketing strategy that resulted in a 100% increase in website traffic and a 40% boost in lead generation.
- Led a team of content creators, focusing on optimizing content across SEO, blog posts, and case studies, resulting in 19 SEO-optimized articles and 30+ targeted social media posts.
- 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

2021 - 2022

PGT Advertising Agency (<https://pgt.agency>)

- Increased department revenue by 150% in 6 months by developing strategic, multi-channel digital campaigns.
- Led pitches for high-profile clients like OMO and Closeup, securing major wins.
- Executed a highly impactful digital campaign for an FMCG brand, resulting in 5m+ impressions and 700k video views.
- Led the creation of 700+ content for the social media platforms of four main clients, including Nestle and Danone, within 18 months.

Experience

Strategy & Digital Director

2018 - 2020

FCB Artgroup | Istanbul, Turkey (<https://fcbartgroup.com>)

- 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 Strategist

2017 - 2018

Daarvag International Advertising Agency (<http://daarvag.com>)

- 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

2015 - 2017

ACG (Aftabnet Communication Group) (<https://aftabnetgroup.com>)

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

Education & Training

Advertising Management / 2016
Vije School of Visual Communications

Programmatic Digital Advertising / 2017
Havas Media Middle East | Dubai

Websites

www.ashkanhm.com

Language Skills

- English: Fluent
- Persian: Native
- Turkish: Limited Working Proficiency