



# ASHKAN HAJMOHAMMADI

Senior Marketing Expert & Creative Strategist

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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. (Check-out [my portfolio](#) for case studies and creative works.)

## Skills

- Communication Strategy & Messaging
- Market Analysis & Audience Insights
- Customer Experience (CX) Management
- Multi-Channel Content Strategy & Development
- B2B Marketing Strategy
- Brand Storytelling & Positioning
- Creative Campaign Development
- Creative Media Solutions
- Omni-Channel Campaign Design
- Data-Driven Strategic Thinking

## Highlighted Projects

**BIODERMA** [BIODERMA Digital Campaign](#)

**Miele** [Miele Referral & Loyalty Campaign](#)

## Experience

### Digital Marketing & Creative Strategist

2024 – Present

Warp VR [VR-based Training Solutions] | Vreeland, Netherlands (Remote) (<https://www.warpvr.com>)

- Market Positioning & GTM Strategy – Conducting competitive analysis to refine WarpVR's unique value proposition, emphasizing scalability, engagement, and cost-effectiveness in hospitality training.
- Digital Strategy & Outreach – Developed a structured approach to content and market entry tactics, mapping out the key messaging and engagement strategy for reaching hospitality decision-makers.
- UX & Content Strategy – Designed the landing page experience tailored for the hospitality industry, ensuring seamless communication of WarpVR's benefits and clear conversion paths.
- Marketing & Sales Enablement – Created marketing materials, including a pitch deck, and proposals for hospitality industry events, landing page content, ensuring a strong brand presence and compelling sales assets.

### Creative Strategist & Content Team Lead

2023 – 2024

Tapsell [Digital Performance Marketing Agency] (<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 [Animation Studio] | Toronto, Canada (Remote / Contract) (<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.

## Experience

### Strategy & Digital Marketing Director

2020 - 2022

PGT Advertising Agency [Full-service Advertising & Marcom Solutions 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.

### Strategy & Digital Director

2018 - 2020

FCB Artgroup [Advertising Agency] | 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) [Advertising Agency] (<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.

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## Education & Training

Bachelor of Science in Industrial Engineering / 2008  
Azad University South Tehran Branch

Advertising Management / 2016  
Vije School of Visual Communications

Programmatic Digital Advertising / 2017  
Havas Media Middle East | Dubai

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## Websites

[www.ashkanhm.com](http://www.ashkanhm.com)

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## Language Skills

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