



Ashkan H.

Growth Marketing Expert & Creative Strategist

✉ ashkan.hmh@gmail.com 📍 Helsinki, Finland ☎ +358 44 2462032

🌐 www.linkedin.com/in/ashkanhm 🌐 www.ashkanhm.com

SUMMARY

I'm a growth-focused marketing expert with over 8 years of experience assisting companies with their B2B/B2C communication strategy, marketing funnel and demand generation. Recently I've been working on a go-to-market launch for a SaaS product, plus a project helping a VR platform enter a new industry, partnering closely with product and sales. I work from research and positioning to conceiving, copy, and production, then refine based on results. I like trying small ideas, seeing what clicks, and turning the winners into something repeatable.

PROFESSIONAL EXPERIENCE

Product Marketing Manager

HICH (RankUp) | Image Ranking Platform (SAAS Product) | <https://hich.global> | London, United Kingdom
| Remote / Contract | May 2025 – Jan 2026

- Led RankUp's go-to-market strategy by building the full marketing infrastructure, integrating GTM, Meta Pixel, and TikTok tracking to enable performance-driven decision-making.
- Created segment-specific landing pages and behavioral email flows to increase conversion rates and supported long-term strategy planning for both B2C and early-stage B2B growth.
- Designed and launched campaigns across Google, Meta, TikTok, and YouTube, reducing cost-per-signup by over 60% through precise targeting, content alignment, and funnel optimization.
- Created more than 150 visuals and 20 videos for campaigns with consistent brand identity while testing different messages and formats.

Digital Marketing and Creative Strategist

Warp VR [VR-based Training Solutions] | <https://www.warpvr.com> | Vreeland, Netherlands | Remote / Contract | Nov 2024 – May 2025

- Developed go-to-market strategy for Warp VR's expansion into the hospitality training industry.
- Built a content strategy and outreach approach tailored to hospitality decision-makers, aligning messaging to buyer needs and objections.
- Represented Warp VR at the Sea Ahead Erasmus+ maritime excellence project kick-off in Piraeus, supporting partner alignment and communications.
- Created pitch decks, one pagers and visuals for sales meetings with technical and operational teams.

Creative Strategist and Content Team Lead

Tapsell | Largest digital performance marketing platform & agency in Iran | <https://tapsell.com> |
Sep 2023 – Oct 2024

- Developed and optimized over 20 data driven campaigns for B2B and B2C clients, focused on lead generation and brand awareness.
- Utilized A/B testing, customer journey mapping, and conversion rate optimization to drive substantial growth in active users, enhancing both acquisition and retention metrics.
- Led a content team that produced more than 1,500 digital assets, including display banners, HTML and Playable formats and video ads.
- Collaborated closely with sales and product teams to create effective pitch decks and introductory presentations for the company.

Head of Marketing Communications

Dream Farm 3D Animation Studio | <https://dreamfarmstudios.com> | Toronto, Canada | Remote /
Contract | Sep 2022 – Sep 2023

- Developed and implemented a communication strategy and B2B content marketing plan.
- Achieved a 150% increase in social media impressions, specifically on LinkedIn by creating a focused B2B content plan, 19 SEO-optimized articles and 30 plus targeted social posts.
- Achieved a 100% increase in website traffic and a 40% boost in lead generation.

Strategy and Digital Marketing Director

PGT Advertising Agency | United Arab Emirates and Iran branches | <https://pgt.agency> | Aug 2020 – Sep 2022

- Re-launched **Unilever's** digital presence and launched Hayat Kimya's social media presence, establishing a strong digital footprint.
- Led the creation of more than 700 content for the social media platforms of four main clients, including **Nestle** and **Danone**, within 18 months.
- Developed comprehensive content marketing strategies for FMCG giants, **OMO**, **Comfort**, **LUX** & **Close-Up**.

Earlier roles in creative and strategic leadership

2015 – 2020

- Led the strategy and creative work at FCB advertising agency on a charity campaign that was shortlisted for the **2019 New York Advertising Awards**.
- Planned and executed an event based social media campaign for Danone Waters that achieved a 15 percent increase in followers and 100,000 interactions in 7 days.
- Created more than 200 digital content pieces and sales materials for brands in consumer goods, healthcare and services.
- Took part in 12 pitches as strategic lead and helped win 6, shaping creative and communication directions for new accounts.

EDUCATION AND TRAINING

Programmatic Digital Advertising | Havas Media Middle East, Dubai | 2017

Advertising Management | Visual Communications Institute of Vije | 2016

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

CORE SKILLS

Growth Marketing Strategy Product & Go-to-Market Strategy B2B Marketing Strategy Brand Storytelling & Positioning Marketing Automation & CRM Market Analysis & Audience Insights Customer Journey Mapping Full-Funnel Campaign Planning (Paid & Organic) A/B Testing Multi-Channel Content & Campaign Management Performance Marketing (Google, Meta, TikTok, YouTube) KPI Tracking Creative Direction & Digital Content Strategy Data Analysis and Reporting Budgeting and Resource Allocation

HIGHLIGHTED PROJECTS



[SaaS Product Go-To-Market Campaign](#)



[Miele Referral & Loyalty Campaign](#)



[BIODERMA Digital Campaign](#)

SOFTWARE AND TECHNICAL SKILLS

HubSpot | Google Analytics | Google AdSense | Google Tag Manager | Meta Ads | TikTok Ads Manager | Adobe Photoshop | Adobe Premiere Pro | Adobe After Effects | Figma | Microsoft PowerPoint | Microsoft Excel | Prezi | Google Slides

LANGUAGES

- English - C1
- Finnish - A2
- Turkish - B2
- Persian – Native

PORTFOLIO

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