

# Mahyar Ashrafian

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Digital marketing specialist with 3+ years of experience in social media strategy, SEO, and content creation, achieving over 5 million views across platforms. Skilled in leveraging AI tools for data-driven marketing campaigns, enhancing brand engagement, and optimizing reach through targeted SEO practices. Proven ability to grow social media presence, drive traffic, and convert followers into customers by implementing creative and strategic solutions. Proficient in using analytics to track KPIs, identify trends, and continuously improve content performance to align with business goals.

## Experience

2019 – 2020

**Social media Manager | Sookhtejet.com | Tehran**

- Developed and executed social media strategies across platforms, boosting brand awareness and engagement within a competitive market.
- Managed content creation and scheduling, achieving a growth of 30% in followers and increasing engagement by 40%.
- Conducted keyword research and implemented SEO tactics to drive traffic from social media channels to the website.
- Analyzed KPIs and metrics, optimizing posts based on performance data to maximize reach and conversions.

2020 – CURRENT

**Content Creator & Digital Marketing Specialist | Mahywr**

- Developed and executed digital marketing strategies, amassing over 5 million views across multiple platforms and building a highly engaged audience.
- Produced over 100 high-quality videos on topics including social media growth, SEO, and AI-powered marketing tools, driving engagement and subscriber growth.
- Leveraged SEO and keyword optimization strategies to enhance visibility, improve reach, and attract organic viewership.
- Analyzed viewership metrics to refine content strategy, maximizing audience retention, engagement, and conversion rates across digital channels.

## Skills

- **Digital Marketing** – Skilled in campaign planning, audience targeting, and data-driven strategies to optimize digital engagement.
- **Content Creation** – Proficient in creating high-quality videos, graphics, and written content that engages and grows audiences.
- **Social Media Strategy** – Experienced in crafting and executing social media strategies that boost brand visibility across platforms.
- **SEO & Keyword Optimization** – Knowledgeable in SEO techniques to increase organic traffic and optimize content reach.
- **Analytics & Performance Tracking** – Skilled in using tools to monitor key metrics (views, engagement, retention) and adjust strategies for improved outcomes.
- **AI Tools for Marketing** – Experience with AI-driven tools for generating content ideas, analyzing data, and optimizing marketing workflows.
- **Video Editing** – Proficient in video editing software to create engaging, polished content for YouTube and other platforms.
- **Audience Engagement** – Strong focus on understanding audience needs, fostering engagement, and building loyal communities.
- **Project Management** – Ability to manage content schedules, collaborate across teams, and maintain consistent brand messaging.
- **Trend Analysis & Adaptation** – Skilled at staying updated on social media and digital marketing trends to ensure relevant content and strategies.

## Education

2017-2022

**Bachelor of Computer Engineering | Tehran North Azad University | Tehran**

2023-2024

**Msc Advanced Computer Science | University of Hull | Hull**