



Sajad Raoofipoor

Continuous Executive Edition (Pageless)

Head of Online PR • Growth & Digital Marketing Strategist

Data-driven growth strategist and seasoned communications executive with over 19 years of online leadership rooted in investigative journalism and storytelling. Proven track record of scaling high-impact national platforms, including directing Online PR at Neshan Maps, leading marketing for Erythron Crypto Exchange, co-founding Khabarfoori media network, and executing 360° omnichannel campaigns for luxury real estate and tech startups.

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CORE COMPETENCIES & EXPERTISE

Digital PR & Communications

Data-driven news releases, crisis management, and organic nationwide media coverage

Growth & Performance Marketing

Funnel optimization, CAC reduction, user retention, and multi-channel acquisition

Content Strategy & Storytelling

Brand narratives, viral campaigns across Telegram and Instagram scaling to millions

Data Analytics & Insights

Data-backed decision making, BI dashboards, and KPI tracking via GA4 & Metabase

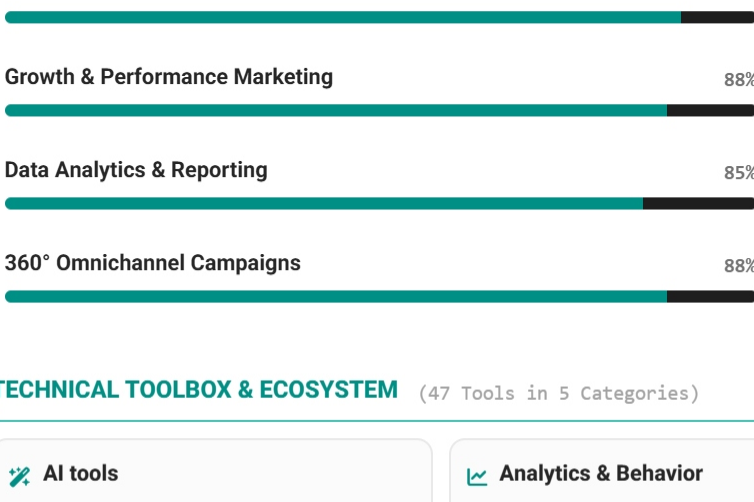
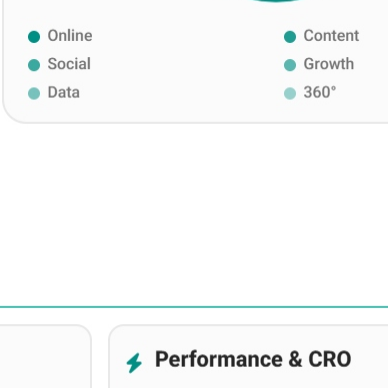
360° Campaigns & Branding

Brand identity architecture, strategic tone of voice, and omnichannel launches

Team Leadership & Operations

Directing cross-functional editorial, creative, marketing, and product squads (30+ staff)

PROFESSIONAL SKILLS & MASTERY



TECHNICAL TOOLBOX & ECOSYSTEM (47 Tools in 5 Categories)

AI tools

Midjourney, Claude 3.5, Perplexity, Runway, Agentic Workflows, Claude, Codex, Antigravity, Gemini, Flow, NotebookLM, Suno, Stitch, Higgsfield, Google AI Studio

Analytics & Behavior

Google Analytics 4, Google Tag Manager, Hotjar, Microsoft Clarity, Metabase, Google Search Console, Looker Studio, Tgstats, Google Sheets + AppSheets, Microsoft Power BI

Performance & CRO

Google Optimize, A/B Testing, Firebase, Optimizely, Notion, Trello & Other, Zebline, Adjust, Metrix, Make.com, Cloud Dataflow

Advertising

Google Ads, Meta Ads Manager, Yektanet, Tapcell, Influencer PR, Meta Suite

SEO

Search Console, SEMrush, Ahrefs, Screaming Frog, Yoast / RankMath

+25M

Media Audience Reached

+500K

Organic Social Followers

+30

Team Members Led

360°

Integrated Campaigns

ACADEMIC DEGREES & SPECIALIZED CREDENTIALS

10 Verified Credentials



Bachelor's Degree in Media & Communications

2011

Public Relations (PR) Specialization

OFFICIAL & LIFETIME INTERNATIONAL CREDENTIALS:



Gemini for end-to-end SDLC

Google

Google AI



Gemini for Application Developers

Google

Google AI



Advanced Digital Marketing Strategy Certificate

2016

Executive Business Leadership Programs



Professional Agentic Architect

Google Cloud / AI

Agentic AI



Google Cloud Data Analytics

Google Cloud

Google Cloud



Google AI Boost Bootcamp

Google AI

Google AI



HubSpot Academy Digital Marketing Certification

HubSpot Academy

HubSpot



Fundamentals of Digital Marketing

Google Digital Garage

Google



Coursera Strategic Thinking

Coursera

Coursera



Coursera What is Social

Coursera

Coursera



Coursera The Strategy of Content Marketing

Coursera / UC Davis

Coursera

CAREER HISTORY & SELECTED KEY PROJECTS

20 Related Experiences

Executive achievements based on the STAR methodology • Continuous flow



Independent Marketing Consultant

Senior Digital Marketing & Growth Consultant

Advisory, Growth Hacking, Digital Strat...

2025-Present (1 yr 6 mos)

- Delivered strategic advisory based on 19+ years of hands-on expertise to scaling startups and high-growth ventures.
- Architected conversion funnels and optimized customer acquisition channels to overcome key growth bottlenecks.
- Formulated comprehensive online PR roadmaps and brand positioning strategies tailored to market dynamics.



Neshan Navigation & Maps

Head of Online PR & Media Relations

Big Data, Mobility Tech, National Navig...

2020 – 2024 (4 years)

- Led PR and content teams, pioneering big-data storytelling by transforming raw mobility data into widely cited national trend reports.
- Earned massive, cost-free viral coverage across top-tier national news agencies, television broadcasts, and digital media.
- Grew official Instagram presence from inception to over 100,000 highly engaged followers with a +30% boost in interaction.



AkbarFori National Media Network

Co-Founder, Editor-in-Chief & Growth Lead

Premier National News Network, Viral ...

2017 – 2018 (1 year)

- Co-founded and scaled the flagship Telegram channel from 200K to 1.5M+ subscribers, establishing Iran's leading digital newsroom.
- Pioneered a network of 100+ vertical and regional digital channels amassing an aggregated audience exceeding 25 million users.
- Built a self-sustaining digital media monetization model while managing a sprawling newsroom of journalists and creators.

Irancell Campaign Management

Campaign Manager

Influencer Marketing, Performance Adv...

2019 – 2021 (2 yr)

- Established and cultivated a comprehensive network of top-tier Instagram influencers and content creators to drive high-impact reach.
- Orchestrated 300+ targeted influencer marketing campaigns in strategic collaboration with over 3,000 high-reach media channels.

- Engineered a centralized media performance database tracking impressions, CTR, and engagement metrics across 3,000+ Instagram accounts to optimize marketing ROI.



Erythron Crypto Exchange

Digital Marketing & Growth Director

FinTech, Cryptocurrency & Web3

2023 – 2024 (1.8 years)

- Executed continuous PR marketing across premier financial benchmarks (TGJU, ArzDigital) and orchestrated complete visual rebranding.
- Deployed performance marketing funnels, securing over 23,000 verified user registrations and KYC completions within a single month.
- Expanded social media audience footprint by +400% while propelling platform revenue growth by over +200%.



Lahze Luxury Real Estate Group

Digital Marketing & Brand Director

Luxury Real Estate, Brand Strategy, 360...

2020 – 2022 (1.4 years)

- Crafted brand identity, strategic tone of voice, and 360° integrated advertising campaigns for high-end residential estates.
- Built 'Lahze' into a celebrated luxury lifestyle brand; produced the viral festive campaign 'Moments of the Century'.
- Managed cross-functional teams of creatives and media specialists, driving substantial verified sales conversions.



AkbarFori News Application

Editor-in-Chief & Mobile Product Lead

Digital Journalism, NewsTech Product

2018 – 2019 (10 months)

- Designed modern UX structures, content taxonomies, and newsroom workflows adhering to global digital journalism standards.
- Surpassed 400,000 active app installs and reached an average of 500,000 daily pageviews organically.
- Led editorial and technical operations ensuring sub-minute breaking news delivery and live national coverage.



Badesaba Lifestyle & Calendar App

Social Media & Growth Advisor

Mobile Lifestyle App, High-Traffic Media

2021 (7 months)

- Structured comprehensive social engagement strategies, doubling official Instagram follower count within less than 3 months.
- Engineered viral cultural broadcasts during Nowruz festivities, achieving a historic +100% single-day audience spike.
- Deepened app engagement across millions of active users through interactive calendar challenges and gamified campaigns.



Reply.co Automation SaaS

Digital Marketing Manager

B2B SaaS, CRM & Social Commerce

2022 (4 months)

- Devised and steered the Go-to-Market (GTM) roadmap for social commerce automation and automated CRM solutions.
- Published analytical buyer-behavior reports, onboarding over 500 active e-commerce merchants onto the platform.
- Forged affiliate partnerships and targeted micro-influencer campaigns across digital merchant communities.



Impo Health Tech App

Chief Marketing Officer (CMO)

HealthTech, Mobile Application, Startup

2025 (4 months)

- Directed high-impact digital PR and mega-influencer campaigns on global occasions, fortifying unique market positioning against free competitors.
- Pioneered Twitter-focused community engagement initiatives, driving a remarkable +3,000% boost in overall interaction rates.
- Substantially elevated paid subscription conversion rates while converting casual users into loyal brand advocates.



Iran Bitcoin Crypto Exchange

Head of Marketing & Growth

FinTech, Crypto Exchange, Blockchain

2025 (3 months)

- Spearheaded comprehensive PR campaigns across premier national tech media (Digiato, Zoomit) to establish credibility in a competitive market.
- Secured strategic directory partnerships with leading crypto broker review portals to gain premium verified listings.
- Achieved a milestone of attracting 2,000+ verified active users within the inaugural month at an optimal Customer Acquisition Cost (CAC).



Farhang Agency & Padideh Group

Senior PR Specialist & Content Director

Crisis PR, Multi-Channel Advertising

2014 – 2017 (2.5 years)

- Directed high-stakes news releases, crisis PR communications, and nationwide campaigns for landmark mega-projects.
- Established multi-platform digital publishing hubs for prominent retail and hospitality developments.
- Laid the foundational operational framework that subsequently spearheaded the launch of AkbarFori media.



Akharin Khabar National News

Technology & IT Section Lead

Digital News, IT & Tech Journalism

2013 – 2015 (2 years)

- Overawed the IT & Gadgets section for the Akharin Khabar mobile ecosystem, formulating engaging editorial guidelines.
- Synthesized complex global technology breakthroughs into accessible, highly engaging Persian reports.
- Ranked as the top-read specialized category within the app across millions of daily active users.



Click.ir Tech Newsroom

Senior Tech Journalist & Domestic News Editor

ICT & Technology Journalism

2013 – 2015 (2 years)

- Authored hundreds of in-depth investigative reports, executive interviews, and tech analyses on Iran's emerging startup ecosystem.
- Directed on-site media crews delivering live coverage during prestigious national technology exhibitions (ELECOMP 2015).
- Implemented editorial SEO best practices, significantly accelerating Google organic traffic rankings.



Mashhad Urban Jobs Organization Municipality

PR Specialist & Media Relations Lead

Civic Public Relations, Municipal Press

2011 – 2013 (1.8 years)

- Created compelling news angles for civic initiatives, earning extensive organic editorial coverage across metropolitan dailies.
- Cultivated proactive relationships with reporters, coordinating impactful press conferences and strategic releases.
- Modernized citizen communication channels, markedly improving public service perception and satisfaction.

Shahrara Metropolitan Newspaper

Journalist & Feature Reporter

Print Journalism, Urban Affairs

2008 – 2010 (2 years)

- Published extensive investigative field reports exploring urban civic challenges and community needs.
- Honored as Mashhad's 'Best Young Journalist of the Year' for two consecutive years by professional editorial juries.
- Cultivated foundational investigative storytelling, critical interviewing, and persuasive editorial craftsmanship.



Byte Tech Weekly (Khorasan)

Technology & Software Columnist

IT Weekly, Software & Web Journalism

2007 – 2008 (1.8 years)

- Inaugurated professional journaly authoring specialized weekly features demystifying software and web innovations.
- Distilled pioneering internet developments into actionable, engaging guides for a broad readership.
- Instilled the core narrative discipline and content philosophies that underpin his digital marketing methodologies today.