

KIOMARS NEZHADI

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E-commerce and Digital Marketing Manager

With a proven track record of growing sales, streaming operations, managing costs and increase customer satisfaction. Expert at applying the most current creative techniques to optimise product visibility and attention.

Work Experience

Sep 2020
Now

Coolbitz Limited

Ecommerce and Digital Marketing Executive

- Optimising the overall customer experience on the e-commerce platforms
- Monitor analytics to measure the performance of the activity and make changes for maximising sales.
- Leading the customer service team
- Leading the team to deliver effective content changes and promotions for optimising listings in Amazon, eBay, OnBuy and other Channels
- Developing Woocommerce website, SEO, Implementing Google suit
- Conduct ad-hoc research on competitors in the different markets and the trading conditions
- Generating Linnworks automation rules and integrating with channels

Sep 2019
Sep 2020

Loughborough University London

Student Ambassador

- Cooperation with the marketing team to reach more potential students.
- Content creation and blog search engine optimisation.

Mar 2015-
Sep 2019

Oxinchannel

Digital Marketing Expert

- Implementing innovative Methods for Overhauling Mobile Applications.
- Developing websites and optimising for search engines (SEO)
- Content creation for social media and website blogs
- Developing and continuous optimising of Google Tagmanager/Adwords.

Education Background

2019-2020

Loughborough University London

Design Innovation management (with Distinction)

- Key modules: Innovation Management, Design Thinking, Service Design. I had a great experience working with the external company (Waltherstrong) in the collaborative project. It was a great help for me to know working ecosystem in Lodon. In this project, we developed a new digital marketing strategy for Waltherstrong for better online presence and reaching more customers.

2013-2015

Tabriz University

EMBA

- Key modules: Marketing, information systems management, General management and marketing techniques, Leadership and communication, Innovation and technology management, Project management techniques

2013-2015

Tabriz Art University

Industrial Design

- Key modules: Product design, Design thinking, Problem-solving strategies, Innovation generating techniques, Sketching, conceptualisation and 3d design, Design Management

Awards and accomplishments

2019

Loughborough University Excellence Scholarship

2009

CanDo design Awards: 1st Prize

Interpersonal Skills

- Team leading
- Creativity and problem-solving
- Communication and Teamwork

Fields of expertise

Ecommerce Strategy	████████████████████
Digital Marketing	██████████████████
Design Thinking	██████████████████
UI/UX Design	██████████████████
Graphic Design	██████████████████

E-commerce Skills

- E-commerce Listing Optimisation (Amazon, eBay, Onbuy, etc.)
- Amazon SEO and SEM
- Online Brand and store Management
- FBA Management
- CPC campaign Managemnt
- Website SEO
- Google Marketing Suit
- Google Adwords
- ORM
- Content Creation

Microsoft Office Suite	██████████████████
Adobe Suite	██████████████████
Microsoft Project	██████████████████
Visio	██████████████████
Linnworks	██████████████████
html and CSS	██████████████████
PHP	██████████████████
Wordpress	██████████████████

Languages

- Persian - Native
- English - Fluent
- Spanish - Beginner