MOBINA GOUDARZI

performance marketer

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📍 Tajikistan

EDUCATION

Financial Management

Azad university

2017-2020

ABOUT ME

I 'm a performance-driven digital marketer with **over 6 years** of experience, who started their journey in Iran, diving deep into the world of digital marketing. As I gained more hands-on experience and expertise, I set my sights on international markets, working across the **UAE**, **Turkey**, and **Southeast Asia**.

My core strength lies in **Google Ads**, especially **Search** and **Display** campaigns, where my focus has always been on delivering the **best possible results with limited budgets.** I'm passionate about using **data, creative strategy,** and sharp targeting to **drive ROI and business growth**.

Over the years, I've also worked extensively with **platforms like Meta Ads, TikTok, and Snapchat**, and utilized tools like **Tag Manager**, **Looker Studio**, and **marketing automation** systems to manage multi-channel campaigns, **generate leads**, and **optimize conversion performance**

COURSES

Analytips
performance marketing performance marketing

Coursera
Strategic Planning Associate (SPA)

udemy
Conversion Rate Optimization CRO

semrush
Pay-Per-Click (PPC) advertising

DataCamp
Introduction to SQL

udemy
Facebook Marketing 2024

google
Google Ads Display Certification

udemy
Introduction to Database Management Systems

The link to my certificates is on my LinkedIn page.

WORK EXPERIENCE

2024-2025
Primaluxury (Dubai)
Senior Performance Marketing Specialist

Joined Primaluxury (Dubai) as a Senior Performance Marketing Specialist in the real estate sector. I launched high-performing ad campaigns across Meta Ads, TikTok Ads, and Google Ads, targeting Arabic-speaking markets in the Middle East.

- **TikTok Ads for Real Estate**
- **ROI-Focused Campaign Execution**
- **Funnel Optimization**
- **Multichannel Campaign Management**

2024
Plasurgery (Turkey)
Digital Marketing Manager

At Plasurgery (Turkey), I worked as a Digital Marketing Manager in the medical tourism sector. I managed Meta Ads and Snapchat Ads campaigns, and advanced my expertise in international Google Ads for lead generation and global reach.

- **Snapchat Ads**
- **Meta Ads (Facebook & Instagram Campaigns)**
- **International Google Ads**
- **Budget & ROI Management**

2024
Awesome Academy in Malaysia (project)
performance marketing

My first international project was with Awesome Academy in Malaysia, where I worked as a Google Ads Specialist and Campaign Manager. I was responsible for setting up and managing ad campaigns targeting multiple countries, focusing on lead generation and performance optimization.

- **Google Ads (Search & Display)**
- **Campaign Management**
- **Lead Generation Strategy**
- **Conversion Tracking**

2021-2023
Company Name | drdr
performance marketing

As a performance marketer at Dr. Doctor, I focused on data-driven campaign optimization. My role included reducing costs, improving ROI, running A/B tests, analyzing ad performance, and providing regular reports. I also collaborated with the marketing team to set daily and monthly conversion goals.

- **analytics**
- **tag manager**
- **looker studio**
- **google ads**
- **Basic HTML/CSS**
- **Funnel Optimization**
- **Reporting**
- **Budget Management**
- **Marketing Automation Tools**
- **A/B Testing**
- **Conversion Rate Optimization (CRO)**
- **Segmentation and Targeting**

2020-2021
Company Name | Nodid advertising agency
Digital Marketer spisalist

- **search console**
- **sms/email marketing**
- **PPC Campaigns**
- **Retargeting Campaigns**
- **Market Research**

2019-2020
Company Name | hamavaa
Digital Marketer

- **Search Engine Optimization (SEO)**
- **Project management ability**
- **Copywriting**
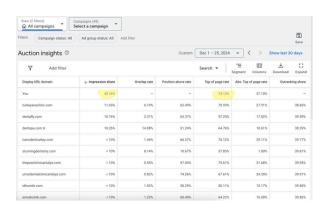- **Storytelling**

2018-2019
Company Name | khalegh
Digital Marketer

In the following, my portfolio includes data from my work experience :)

I have extensive experience in running and optimizing campaigns. These images showcase some of my work to give you a better understanding of my projects and achievements.

In one of my projects in the healthcare sector in Turkey, where we had intense competition with clinics and doctors, we were able to achieve a **very good impression** share for all campaigns with a very **limited budget** and maintain a **top-of-page rate of over 70%**.

In one of my professional experiences, we successfully implemented precise user segmentation using the **RFM method**, which ultimately led to the development of an advanced automation system.
Before launching the system, through A/B testing and offering tailored proposals for different segments, we achieved a significantly higher conversion rate compared to generic SMS campaigns.

outomation name	session	conversion	send	cost $	CAC $	CR(Con/se
rt-expertise	4350	1250	19030	97.05	0.07765	29%
notifyme	6415	1071	8994	45.87	0.04285	17%
topdr	4145	836	32763	167.09	0.19985	20%
rt-visit	2717	756	16666	85.00	0.11245	28%
12month_plp	3760	508	44787	228.41	0.44965	14%
wiki_notifyme	17232	477	39681	202.37	0.42425	3%
last_year_2appoint	1374	376	23347	119.07	0.31665	27%
cancel_payment	1364	291	2531	19.36	0.06655	21%
rtg_cancel	898	200	3289	25.16	0.1258	22%
6month	745	89	22759	116.07	1.30415	12%
churn_payment	335	52	1431	7.30	0.14035	16%
churn-login	1617	48	5156	26.30	0.54785	3%
dr_suggestion	363	44	1704	13.04	0.29625	12%
secretary	186	30	1036	5.28	0.1761	16%

In one of my projects on Google Ads search campaigns in the education sector, targeting Malaysia and Saudi Arabia, **I achieved a 68% increase in clicks** with a fixed budget solely by optimizing the campaign.

By changing the strategy in one of my Google Ads campaigns and consistently optimizing the campaign daily, I achieved excellent results **compared to the previous month**. First, the **budget was reduced by 15%,** and the **AVG CPC decreased by 26%**. At the same time, **clicks increased by 14%,** leading to the outcome I was aiming for: a **67% increase in conversions**. My main goal with the strategy change was to generate high-quality leads.