

Davoud Abbasi

Performance Marketing Specialist (+8 years Experience)



Career Objective:

Highly skilled Performance Marketing Specialist with extensive experience in digital marketing, focused on driving business growth through strategic planning, data-driven decision making, and optimized marketing campaigns. Passionate about continuous learning and implementing innovative marketing solutions.



Work Experiences:



+15 Projects
Setup & config
Event Tracking
Reporting



+20 Projects
+1,000,000 \$
Average ROAS
320%



Report
Dashboard
Data Blended
Insight

Senior Performance Marketing Specialist - [AyanCo](#), Iran

AUGUST 2023 _ Present – Full Time

AyanCo is a multi-product company that focuses on the Fintech industry and mobile applications. its products include Ghabzino, Pishkhan24, Ludo Legends, etc.



Web&App
+1M User



Web&App
+10M User



Mobile Game
+200K User

As a Performance Marketing Specialist (web, App), I focus on data driven marketing:

- Focus on ROI, CAC, LTV, CRO (user flow analyze)
- Event Tracking (Web, App)
- Data Analyze (Create Dashboard, Decision Making)
- Paid Campaigns (Local Ad networks, Google ads, Meta Ads)
- Automation (SMS, notification, Web Push, in-app messaging)



Contact Info:



Iran, Ready to Relocate



+989016140723



Davoudabbasib@gmail.com



[@DavoudAbbasiB](#)



Language:

- English
- Persian



Technical Skills:

- Strategy and planning
- Advertising
- Content and SEO
- Social Media
- Marketing Automation
- Analyze and CRO
- Reporting
- Creative Campaign Design



Tools:

- Google Tools
- SEO Tools
- CRO Tools
- Adobe photoshop
- Adobe premiere
- Microsoft Office
- Project Management Tools
- Automation
- WordPress
- Advertising Tools
- Reporting Tools



Soft Skills:

- Think Out of The Box
- Follow Up
- Quick learning
- Communication Skills
- Analytical mindset

Senior Digital Marketing Specialist – B2B - [Peytam](#), Iran

SEPTEMBER 2021 _ JUNE 2023 – Full Time

Peytam is a specialized BPO in the field of customer service that provides various services in this field to businesses.

Digital Marketing Specialist _ SaaS - [Puzzley AppBuilder](#), Iran

JUNE 2016 _ SEPTEMBER 2021 – Full Time

Puzzley is a SaaS company dedicated to providing a service for mobile application development.



Consulting Experience:

App Store Optimization Specialist - Raymon Company, Iran

MARCH 2021 _ SEPTEMBER 2021 - Part Time

Raymon Company is working on Android App Developing that focuses on that Focuses on monetizing from Google Play.



Courses & Certificates:

Google Ads Apps Certification, Google Academy	See credential
Google Ads Search Certification, Google Academy	See credential
Google Analytics Certification, Google Academy	See credential
Google Tag Manager, Google Academy	See credential
Digital Marketing, Specialization, Coursera	See credential
Marketing Strategy, Specialization, Coursera	See credential
DIGITAL MARKETING – HubSpot	See credential
Digital Marketing Foundations, Google Academy	See credential
Search Engine Optimization, Specialization, Coursera	See credential
Excel Skills for Business, Specialization, Coursera	See credential



Education:

Master of Business Administration



University of Illinois Urbana-Champaign - Online

Apr 2022 _ In progress

Bachelor of Information Technology Engineering



Birjand University of Technology, Iran

SEP 2011 _ DEC 2016



Interests & Hobbies:

- Self-Development Books
- Running
- Listening to Podcast
- Board Games