

Mehran Moghadasi

SEO Strategist & Digital Marketing Manager | Growth & Performance Marketing | 13+ Years

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Open Work Permit — Authorized to work in Canada without employer sponsorship

PROFESSIONAL SUMMARY

SEO Strategist and Digital Marketing Manager with 13+ years of hands-on experience leading technical SEO, performance marketing, and integrated digital campaigns for 30+ enterprise and SMB clients across diverse industries. Deep expertise in technical SEO audits, on-page and off-page optimization, Core Web Vitals, semantic SEO, keyword research, content strategy, and AI-assisted marketing workflows. Delivered 248% organic traffic growth in 45 days, achieved 34% CPL reduction, and drove 20–70% increases in client customer acquisition within a single month through coordinated multi-channel strategies. Managed Google Ads portfolios of \$900–\$5,000/month per client, led a 10-person cross-functional team, and served as the primary digital growth strategist for 30+ concurrent accounts.

KEY ACHIEVEMENTS

- 248%** Organic traffic growth delivered for a client in 45 days through technical SEO, semantic restructuring, and Core Web Vitals optimization.
- 34%** Cost per lead reduction achieved via Google Ads keyword segmentation, negative keyword management, and landing page CRO.
- 20–70%** Customer acquisition growth within one month for multiple clients through coordinated Google Ads, Meta Ads, and SEO-driven content strategies.
- 30+** Websites ranked and optimized with full technical SEO, schema markup, and monthly GA4 & Search Console performance reporting.

CORE COMPETENCIES

- SEO & Organic Growth**
 - Technical SEO Audits
 - On-Page SEO
 - Off-Page SEO & Link Building
 - Local SEO
 - International SEO
 - Semantic SEO
 - Keyword Research & Mapping
 - Content Strategy
 - Core Web Vitals
 - Website Speed Optimization
 - Schema Markup (JSON-LD)
 - WordPress SEO
 - Multi-Language SEO
- Analytics & Tracking**
 - Google Analytics 4 (GA4)
 - Google Search Console
 - Google Tag Manager (GTM)
 - UTM Attribution
 - CRO
 - A/B Testing
 - SEO Reporting Dashboards
 - Conversion Funnel Analysis
- Tools & Platforms**
 - Semrush
 - Ahrefs
 - Moz
 - Screaming Frog
 - Google Ads Manager
 - Meta Ads Manager
 - WordPress / WooCommerce
 - HubSpot
 - Mailchimp
 - ChatGPT / AI Tools
 - Performance Max
- Performance Marketing**
 - Google Ads (Search, Display, Remarketing)
 - Meta Ads
 - ROAS Optimization
 - CPL Reduction
 - Landing Page Optimization
 - Multi-Channel Campaign Management
 - Lead Generation
 - Marketing Automation
- Leadership**
 - Team Leadership (10+)
 - Agile / Scrum
 - OKR / KPI Frameworks
 - Stakeholder Management
 - Competitive Analysis
 - Digital Brand Growth
 - Budget Management

PROFESSIONAL EXPERIENCE

Web and Digital Marketing Manager

Oct 2018 – Dec 2025

Fanavari Rayan Mehr Rahjoo LLC | Tehran, Iran

- Delivered **248% organic traffic growth in 45 days** for a key client through a full technical SEO audit (Semrush, Ahrefs), semantic content restructuring, internal linking architecture overhaul, Core Web Vitals optimization, and structured data (JSON-LD) implementation.
- Led end-to-end **technical SEO for 30+ websites**: crawlability audits, on-page optimization (titles, meta descriptions, canonicals, heading hierarchy), off-page link building, local SEO (Google Business Profile), mobile-first indexation, page speed optimization, and monthly GA4 and Search Console reporting — achieving ranking improvements across all maintained accounts.
- Managed **Google Ads campaigns for 10+ concurrent client accounts** (\$900–\$5,000/month per client) — keyword research, bid strategy, A/B ad testing, negative keyword management, and ROAS/CPL reporting — achieving a **34% CPL reduction** and **20–70% customer acquisition growth** within one month for multiple clients.

- Deployed **AI-assisted marketing workflows** using ChatGPT and Performance Max to automate content personalization, accelerate keyword research, generate optimized meta descriptions at scale, and improve ad targeting precision across 30+ accounts.
- Built and led a **10+ person cross-functional team** of SEO specialists, content writers, paid media coordinators, and web developers using Agile/Scrum workflows and OKR-based performance tracking over 7 years.

Senior Digital Marketing Specialist

Oct 2012 – Sep 2018

Persia Mehr Co. | Tehran, Iran

- Executed comprehensive technical SEO for 15+ client websites — XML sitemaps, robots.txt configuration, crawlability audits, mobile SEO, page speed optimization (50% average load time reduction), schema markup (JSON-LD), meta tag strategy, internal linking, and keyword-mapped content architecture — improving organic rankings across all maintained accounts.
- Configured **Google Analytics and Google Search Console** for all clients: goal tracking, conversion funnels, audience segmentation, and monthly executive reporting dashboards demonstrating SEO ROI.
- Implemented Google Tag Manager and UTM governance across all accounts — ensuring clean, trustworthy attribution data for informed budget and strategy decisions.

Digital Marketing Coordinator

Oct 2011 – Oct 2012

Iricom IT Center | Isfahan, Iran

- Supported SEO implementation, keyword research, Google Analytics setup, and UTM configuration for 8+ corporate client websites; assisted with performance reporting and on-page optimization under senior team guidance.

EDUCATION

Master of Science — Industrial Engineering

Islamic Azad University (Science & Research Branch), Tehran, Iran | 2015

Bachelor of Science — Computer Engineering

University of Isfahan, Isfahan, Iran | 2012

ADDITIONAL INFORMATION

Languages: Farsi (Native) | English (Professional Proficiency) **Authorization:** Open Work Permit — No employer sponsorship required

Location: Edmonton, AB — Available to start immediately