Mehran Moghadasi

Digital Marketing & Brand Manager | SEO, Google Ads, Meta Ads and Social Media | 13+ years

Calgary, AB, Canada | mehran.moghadasi@gmail.com | mehranmoghadasi.com | linkedin.com/in/mehranmoghadasi | github.com/mehranmoghadasi

Open Work Permit, authorized to work in Canada without employer sponsorship

PROFESSIONAL SUMMARY

Digital marketing and brand manager with more than 13 years of hands on experience building brands, growing organic search and running paid campaigns that pay for themselves. My career started in web development and grew into full marketing ownership, which means I speak to engineers and to business owners in the language each of them needs.

I currently run brand, website, SEO, paid advertising, social media and monthly reporting for AM PM Properties in Calgary, a property management company with more than 600 residential units. Before moving to Canada I spent over a decade serving 10 clients at once across service, ecommerce and professional services, and I led a team of 10 covering design, content, SEO and paid media.

SELECTED RESULTS

5.0x Return on ad spend on ecommerce Google Ads campaigns running $900 to $5,000 a month per client.

54% Reduction in cost per lead through audience segmentation, search remarketing lists and continuous ad copy testing.

70% Growth in new customer acquisition within a single 30 day window using targeted Meta Ads and coordinated social content.

30+ WordPress sites built and optimized, with load times cut from roughly seven seconds to under three.

CORE COMPETENCIES

Brand and marketing
Digital Marketing | Brand Management | Brand Strategy | Content Marketing | Email Marketing | Marketing Automation | Public Relations

SEO and organic
Technical SEO | On Page SEO | Local SEO | Core Web Vitals | Schema Markup | Structured Data | Keyword Research | Semrush | Ahrefs | Moz | Screaming Frog

Paid media
Google Ads | Meta Ads Manager | Performance Max | ROAS Optimization | Cost Per Lead Reduction | Remarketing | Budget Management | Landing Page Optimization

Social media
Instagram | Facebook | LinkedIn | TikTok | YouTube | Content Calendars | Short Form Video | Community Growth

Analytics
Google Analytics 4 | Google Tag Manager | Google Search Console | Looker Studio | UTM Attribution | Conversion Funnel Analysis | A/B Testing | Conversion Rate Optimization

Web and technical
WordPress | WooCommerce | PHP | HTML | CSS | JavaScript | Python | Site Speed Optimization | HubSpot | Mailchimp

Leadership
Team Leadership | Agile and Scrum | OKR and KPI Frameworks | Stakeholder Management | Client Communication | Competitive Analysis

EXPERIENCE

Digital Marketing & Brand Manager

Jul 2026 to Present

AM PM Properties Inc. | Permanent full time, on site

Calgary, AB, Canada

- Lead all corporate marketing, branding and digital growth for a Calgary property management company with more than 600 residential units under management.
- Own the annual marketing and branding strategy, hold the brand consistent across every digital channel, and build campaigns that position the company ahead of local competitors.
- Run the company website and its organic search performance, publish SEO led blog posts, landing pages and market content, and lift the rate at which visitors turn into leads.
- Plan and optimize Meta Ads and Google Ads campaigns, manage the advertising budget for return, and generate qualified property management leads.
- Manage Facebook, Instagram, LinkedIn, TikTok and YouTube, build the monthly content calendar and produce short form video.
- Grow Google Reviews and Facebook Recommendations, reply to every piece of public feedback, and keep the company rating at 4.8 stars or better.
- Build relationships with local media, prepare press releases and pursue speaking slots, industry awards and community partnerships.
- Deliver a monthly report covering SEO, social, campaign performance and marketing return, with clear recommendations for the following month.

Digital Marketing Consultant

Jan 2026 to Jun 2026

Upwork | Freelance, remote

Edmonton, AB, Canada

- Advised and delivered for small and mid sized businesses while settling into the Canadian market.
- Ran SEO audits and implemented the on page and technical fixes they surfaced.
- Managed social content strategy and paid campaigns across Meta and Google.
- Built and optimized WordPress sites for local service businesses.
- Created content marketing plans and editorial calendars tied to each client's growth targets.
- Delivered monthly performance reports, and helped clients sharpen brand positioning, visual identity and message consistency.

Web & Digital Marketing Manager

Oct 2018 to Dec 2025

Fanavari Rayan Mehr Rahjoo LLC | Permanent full time, on site

Tehran Province, Iran

- Owned digital marketing strategy, brand development and web operations for 10 concurrent clients across service, ecommerce and professional services over seven years.
- Ran Google Ads at $900 to $5,000 a month per client and reached return on ad spend of up to 5.0x on ecommerce accounts.
- Cut cost per lead by as much as 54 percent using audience segmentation, search remarketing lists and continuous ad copy testing.
- Delivered Meta Ads campaigns that grew new customer acquisition by up to 70 percent inside 30 days.
- Built and optimized more than 30 WordPress sites for speed, search and conversion, cutting average load time from roughly seven seconds to under three with caching, a content delivery network and optimization at the PHP level.
- Implemented technical SEO across the portfolio, covering structured data, XML sitemaps, Core Web Vitals and crawl error resolution, and reached first page Google rankings for more than 12 local businesses inside 45 days.
- Tracked performance in Google Analytics 4, Search Console and Google Ads, and delivered a monthly report with findings and next steps.
- Built and led a team of 10 covering design, SEO, content and paid media, coordinating simultaneous campaigns across Google, Meta and email.

Senior Web Developer & Digital Marketing Specialist

Oct 2012 to Sep 2018

Persia Mehr Co. | Full time, on site

Tehran Province, Iran

- Designed, built and marketed WordPress sites for local businesses and professional services firms, owning both the technical delivery and the marketing strategy.
- Launched custom sites matched to each client's brand identity and commercial goals.
- Ran technical SEO audits covering crawl errors, duplicate content, missing structured data and page speed.
- Implemented on page SEO including title tags, meta descriptions, heading structure, internal linking and keyword targeting.
- Built local SEO programs covering Google Business Profile, citations and review generation, reaching first page rankings for 12 local businesses inside 45 days.
- Managed content calendars, social profiles and email campaigns, and reported performance through Google Analytics, Search Console and Google Ads.

Web Developer

Oct 2011 to Oct 2012

Iricom IT Center | Internship, on site

Isfahan Province, Iran

- The first job, and the one that built the technical foundation for everything that followed.
- Developed and maintained web interfaces for internal systems and client facing services.
- Worked with the technology and finance teams to assess and improve infrastructure.
- Provided technical troubleshooting and end user support, and configured network and voice over IP systems.

EDUCATION

Master's degree, Industrial Engineering

2012 to 2015

Islamic Azad University, Science and Research Branch, Tehran, Iran

Bachelor of Science, Computer Hardware Engineering

2007 to 2012

University of Isfahan, Isfahan, Iran

ADDITIONAL INFORMATION

Languages: Farsi (native), English (professional working proficiency)

Work authorization: Open Work Permit, no employer sponsorship required

Location: Calgary, AB, Canada