

# Ali Haghghatjoo

Digital marketing specialist

## Language

Persian 100%

English 100%

## Social Links

 @ali.haghghatjoo

 @ali.haghghatjoo

## Soft skills

- Analytical
- Creative
- Strategic
- Communication
- Problem-Solving
- Adaptable
- Time Management
- Leadership & Collaboration



## Contact

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12 sachet drive, Richmond Hill, ON - L4E 4S1



## Professional Summary

Experienced digital marketing specialist with a strong background in electronics, telecommunications, and IT. Skilled in digital marketing, project management, e-commerce, and business development. Adept at optimizing resources and leveraging technology to boost business efficiency and profitability.



## Work Experience

### Director of Technology

Parsian Network Center | January, 2021 – Present

- Lead R&D efforts in multimedia communication networks and international data tunneling.
- Oversee technological advancements and digital strategy implementations to support marketing and online business initiatives.
  - Improved system stability and significantly reduced downtime by optimizing network infrastructure.
  - Increased prediction accuracy by 20% through the implementation of AI in data analysis systems.

### Consultant Technical Manager and Digital Marketing

Pasargad Digital Marketing Agency | August, 2018 – Present

- Manage and execute comprehensive digital marketing projects, including website design, online advertising, and e-commerce strategies.
- Provide technical and strategic consulting to optimize digital marketing campaigns and drive online sales growth.
  - Boosted e-commerce sales for over 200 small and medium-sized businesses through targeted digital marketing strategies.

### Technical Consultant and Educator

Parsa Academic Center | March, 2018 – February, 2022

- Developed and implemented technical infrastructure for online and offline remote e-learning platforms.
- Delivered training on business development and digital marketing, enhancing participants' skills in digital strategy and online presence management.
  - Provided online education infrastructure to over 170 universities, schools, and educational institutions nationwide.

**R&D Manager**  
**Padra Holdings | July, 2016 – Present**

- Support and enhance subsidiary businesses by identifying high-return investment opportunities and developing strategic growth solutions.
- Conduct research to drive innovation and improve business performance across various sectors.
  - Innovatively combined TCP/IP and UDP protocols to establish seamless communication between a restricted internal intranet and open international internet.

**Project Manager**  
**Novin Ertebatat Pars Company | April, 2014 – October, 2018**

- Directed the installation and setup of computer networks, including IP cameras, VOIP systems, and servers.
- Led developing and deploying web-based software solutions, such as CRM, PMS, LMS, and BPM, to streamline business operations.
  - Successfully set up and managed over 450 workgroup and domain-based networks, 70% of which included call centers with more than 100 simultaneous online users.
  - Implemented and deployed over 700 web applications, serving more than 3,500 direct users.

**Contractor**  
**Iran Telecommunication Industries University (ITI) | November, 2012 – May, 2015**

- Implemented internal network infrastructure and public internet services for the university.
- Developed and upgraded the university's web portal, including e-learning systems and an online book reservation platform.
  - Successfully provided high-speed internet access and media streaming services to over 1,200 users, including students, faculty, and staff, for virtual classrooms, while managing a bandwidth of over 10Gbps.



**Education**

**Bachelor's Degree in Information Technology (IT),  
Specialization in E-Commerce**

Iran Telecommunication Industries University (ITI) - Shiraz, Fars

Graduated: June-2020

## Associate Degree in Information and Communication Technology (ICT), Specialization in Computer Networks

Iran Telecommunication Industries University (ITI) - Shiraz, Fars

Graduated: December-2012

- Rewrote and redesigned the university's web portal as part of the academic project.

## Diploma in Elctrotechnics

Sharif Technical and Vocational School - Shiraz, Fars

Graduated: June-2008

- Developed a fully automated line-following robot as part of the coursework.



## Technical Skills

● **Hardware:** Assembled and serviced servers, desktops, thin clients, and laptops.

● **Networking:** Set up and managed cable, fiber optic, wireless, and satellite networks; implemented servers with virtualization; configured VoIP, VPNs, firewalls, and managed web hosting and CCTV systems.

● **Software:** Developed websites and apps using WordPress; implemented BPM, CRM, PMS, LMS, FSP, and accounting systems.

● **Project Management:** Led software projects with RUP, Agile, and DevOps, specializing in PHP, Node.js, MySQL, HTML, CSS, React.js, and Adobe tools.

● **Business Skills:** Conducted market analysis, developed branding and marketing plans, managed SEM, SEO, PPC, and social media strategies; led HR and project management efforts from planning to execution.