

BARAN YOUSEFI

SENIOR DIGITAL MARKETER

CONTACT

+98 9122366638

Baranyousefi721@gmail.com

[Baran Yousefi](#)

Tehran, IRAN

SKILLS

Industry Knowledge

Marketing Strategy

Data Analysis

Public Relations

Social Media

Content Marketing

Budgeting

Quality Assurance

Strategic Planning

Strategic Marketing

Game Publishing

App Store Optimization

Monetization

Growth Strategies

Performance Marketing

INTERPERSONAL SKILLS

Training

Leadership

Communication

Teamwork

ABOUT ME

My name is Baran Yousefi and in my 5 years of working experience, I was able to work in 4 big companies in Iran.

I started the work first with the support of Bamilo company, and after some time I was able to get the position of supervisor.

After that, I worked for 2 years in Todd's game studio, and first I had the position of communicating with users, and after some time I entered marketing and was able to become a marketing lead.

In 2009, I joined Fantori and was able to get the position of product marketer. Even now, I am working in Sibche as a team leader and I would like to gain new experiences.

WORK EXPERIENCE

Marketing lead

Sibche 2020-2022

- 20% increase in daily sales
- 45% increase in the social status of Sibcheh
- Sibche plan budgeting
- Lead team
- Design and implementation of campaigns
- Follow up from the team for tasks
- database marketing
- social media
- display advertising campaigns
- Google Ads
- Designs, builds, and maintains our social media presence
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Plans, executes, and measures experiments and conversion tests.
- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed.

Product marketing manager

funtory 2020-2022

- Direct monitoring of game selection
- QA games
- Creating and improving campaigns
- I had ASO and with the team
- Skill up the games
- We published inside and outside of Iran.
- In the Fantori team, in addition to the responsibility of marketing the games produced by soft launch and checking and improving the KPIs of the game, the improvement of the product itself includes the improvement of the UI/UX of the game, setting and changing the icons and graphic designs in the store, improving the ad design in the game from I have done through A/B testing and reviews within the team.

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TOOLS

WordPress

Microsoft Dynamics CRM

Microsoft office

Metabase

SQL Query (elementary)

Game Analytics

Google Analytics

Firebase

Flurry

App Annie

AppsFlyer

Facebook Ads

Google Ads

Unity Ads

App Tweak

The Tool

Sensor Tower

WORK EXPERIENCE

Marketing lead

tod

2020-2022

- Design and implementation of campaigns
- Improved ASO and QA of games
- Improving social media
- Successful publishing experience outside of Iran
- Creating backlinks to improve SEO of games
- Maintaining and attracting users for Fruitcraft, Percity and GT games in Iran
- Publishing Pressity in Mena area, Turkey, America
- Publish Jiti in Mina, Turkey and Russia

Communication with users/social media and public relations

Tod

2020-2022

My first and most important responsibility was to respond to game users on different platforms. In the meantime, I worked in the social media content production team and did some public relations work. Working in the user relations team requires checking the behavior of users through the server log, which has been one of my most interesting experiences. Also, due to the lack of human resources, some small tasks related to the office I used to do it, ironically, it is one of my interests; Communicating with colleagues and making the work environment happy!

Customer service supervisor

bamilo

2020-2022

Work experience in Bamilo's customer service begins with answering customers through phone calls. After some time, by increasing my experience and gaining the required points, I entered the email response department, and after that I was a chef coordinator and level supervisor for 7 months. In general, my responsibilities included planning for FTE / PTE Niroha, responding to customers in the shortest time and maintaining SLA, analyzing required data, checking customer behavior, training new employees, analyzing surveys, improving customer experience and satisfying and returning dissatisfied customers. Meanwhile, managing and coordinating the team and also maintaining an attractive environment for The team has been one of the most challenging and fascinating experiences of my entire career.