

Saeed Hasani

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I'm a business and marketing management professional and I want to help businesses solve their problems because business really means problem-solving. Through a customer-centric point of view and 5+ years of experience working with so many companies, I can help you solve your economic, business, management, and marketing problem. If you want to know how I can help you, you can call me on Skype now [here](#).

Education and Knowledge

- Electronics and Communications BSc.
- Master of Business Administration, MBA, Marketing MSc.
- **45** articles about economy, business, management, and marketing at [SaeedHasani.com](https://www.saeedhasani.com).
- **138** Licenses, certifications, and passed courses about the economy, business, management, and marketing. See them [here](#).
- Writing and translating **4** books:
 - The power of regret. See [here](#).
 - Teaching Entrepreneurship Mindset to Engineers. See [here](#).
 - Growth under the shadow of hidden patterns. See [here](#).
 - Management by Missions. See [here](#).
- **2,225** scores on Salesforce Trailblazer. See my score [here](#).
- Selected by the Iran's National Elites Foundation.

Experiences

- Social media manager at Datosys Corp.
Mar 2020 - Nov 2020.
Facebook ad campaign | Social media management | Content creation | Landing pages and SEO.
- SEO and digital marketing manager at [crystalthinker.com](https://www.crystalthinker.com).

Sep 2021 - May 2022.

Manage WordPress site | Content strategy and SEO | Content evaluation | Social media management.

- Marketing manager at tecvico.com.

Apr 2022 – November 2023.

- Marketing manager | Social media manager | Content strategy and SEO | Accounting and HRM assistant | Marketing strategy.

- CEO at SaeedHasani.com.

Mar 2023 – Present.

Content Creation and SEO | Social media manager | Social listening | Academic writing.

- SEO Manager at Parametrichouse.com.

Aug 2023 – Present.

Content Creation and SEO.

Technical Skills

- CMSs (Wordpress, Joomla, Plone)
- Professional SEO (Keyword research, On-page SEO, Off-page SEO, Link Building, Technical SEO, Local SEO, content SEO, Yoast, RankMath, SEMrush, MOZ, Google Keyword Planner, Google Search Console)
- Competitor analysis
- Develop a marketing strategy
- Digital marketing (promotion, branding, advertisement campaign, Google Analytics)
- CRM (SalesForce, HubSpot)
- Content marketing (inbound marketing, outbound marketing)
- HRM (Recruitment, employment, Google Forms, Frappe HR)
- Accounting (budgeting, QuickBooks Online)
- Social media management (Instagram, LinkedIn, Twitter, Facebook, YouTube, Telegram, WhatsApp, Quora, Medium, Reddit, Canva, Photoshop, InDesign, Premiere, Aftereffect)
- Online advertisement management (Google Ads, click ads, social media advertisement)

- Copywriting
- Team management (performance management, Remote management, Trello, Slack, Jira)
- Online business management
- Marketing management (B2B, B2C, Customer behavior)
- Email marketing (Mailchimp, Brevo)
- Research (Microsoft Office, EndNote)
- Referral Marketing
- Marketing automation (Manychat)
- Project management (ERPNext, OpenProject)
- Lead Generation (LinkedIn Sales Navigator)
- Behavior analytics (Hotjar, Microsoft Clarity)
- Video Editing and motion graphics

Soft Skills and Languages

- Management methods (Agile, Scrum, Kanban)
- Leadership
- Confidence
- Languages (English – [A1](#), German)