

Siavash Rezaei Pour

Growth and Marketing Specialist

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Marketing Specialist with 7+ years' experience in data-driven digital marketing, growth, and go-to-market strategies. Skilled in leading cross-functional teams, executing multichannel campaigns, and optimizing performance to drive measurable business results across SaaS, e-commerce, and FMCG sectors, bringing experience from both corporate and startup environments.

Work Experience

Marketing Lead

Jan 2024 - Jun 2024

Aligned Voyage - SaaS Startup

Designed and executed a go-to-market strategy targeting freelancers. Carried out market research for buyer persona definition and key KPI identification.

- Secured 100 early adopters at launch by leveraging direct marketing and CRM-driven outreach campaigns.
- Increased blog traffic by 18,000 visits through content optimization and targeted keyword strategy.

Founder & Marketing Strategy Lead

Mar 2020 - Jun 2024

ZIGZAG Marketing Group

Developed and executed more than 50 local marketing campaigns that resulted in increased brand awareness and customer engagement. Developed and implemented marketing strategies, brand plans, and campaign roadmaps. Developed and implemented collaboration frameworks to enhance communication and coordination among marketing teams, resulting in streamlined processes and increased productivity. Led a 10-person marketing team, enhancing performance and skill development.

- Boosted Instagram engagement by 30% for a beauty clinic via rebranding and storytelling tactics.
- Boosted ecotourism center's booking rate by 15% through landing page redesign and promotional email campaigns.

Marketing Specialist

Apr 2018 - Dec 2021

Cafekado

Launched marketing campaigns to enhance brand exposure. Led content marketing strategies to boost engagement and conversions in multiple campaigns.

- Developed and executed Instagram marketing campaigns that increased brand awareness by 25% and engagement by 50%
- Developed and executed email marketing campaigns that resulted in a 25% increase in sales

Digital Marketing Intern

Feb 2017 - Oct 2018

Dariche-Zehn Web Agency

Wrote SEO-driven blog content targeting SME owners and common website issues. Led content marketing strategies to boost engagement and conversions in multiple campaigns.

- Increased organic blog traffic by 40% in six months through targeted publishing.
- Drove a 25% rise in consultation requests via content focused on site improvement.

Volunteer Experience

marketing manager

Feb 2025 - Present

naturalneighbours

Assisted in campaign execution, creative content development, and community involvement for an environmental NGO.

- Utilized data to enhance digital storytelling and social media presence while promoting strategies for brand alignment and audience expansion.

Core Skills

Marketing Strategy, Market Research, Growth marketing, Go-to-market strategy, campaign development, product marketing, social media marketing, Email Marketing, CRM, Data Visualization, Excel, Attention to Detail, Leadership, Decision making, creative, campaign management, email marketing, local marketing, Stakeholder Management, data-driven, international marketing, problem-solving skills, Collaboration, interpersonal skills, communication skills, positive attitude, presentations, ms office applications, customer marketing, analytical skills, brand strategy, Advertising, strong analytical skills, problem solving, empathy, committed, teamwork, entrepreneurial skills, ideation, Profitability, experiments, solve complex problems, ambitious, honest, event planning, project management skills, Stakeholder Engagement, adobe photoshop, Event Management, excellent writing skills

Education

Kingston University London

Master of Science International Business Management

GPA: 3.85

Kingston University London

Bachelor of Business Administration

Certificates

Google Data Analytics

Google Career Certificates

Dec 2023

Google Project Management

Google Career Certificates

Dec 2023

Google Digital Marketing & E-commerce

Google Career Certificates

Dec 2023