

KHASHAYAR SHAHSAVAN

COPYWRITER, CONTENT AND SOCIAL MEDIA SPECIALIST

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SUMMARY

Accomplished **Copywriter, Content Writer, and Social Media Specialist** with **8 years** of experience, having crafted **over 1,000 articles and blogs** and achieved **over 20 million views** on **social media**. Highly skilled in **Content Creation, SEO, Social Media Management and Digital Marketing**.

FULL SKILLS

CONTENT

- Content Creation
- SEO Optimization
- Keyword Research
- Copywriting
- Content Strategy
- Content Marketing
- A/B Testing
- CMS
- Content Development
- Project Management
- Photo and Image Editing

DIGITAL MARKETING

- Social Media Management
- Campaign Management
- Audience Engagement
- Analytics & Reporting
- Brand Messaging
- Trend Analysis
- Social Media Advertising
- Digital Marketing
- Engagement Metrics
- Conversion Rate Optimization
- Graphic Design and Motion Graphic

KEY INFORMATION AND KNOWLEDGE

- **Photo Editing Software:** Adobe Photoshop, Adobe Lightroom
- **Video Editing Software:** Adobe Premiere, AfterEffects, Davinci resolve, Capcut, Canva
- **Microsoft:** Office word, Excel, Outlook, PowerPoint, OneNote, OneDrive
- **Social Media platforms Experience:** Instagram, Youtube, Facebook, Twitter, TikTok
- **CMS (Content management system):** WordPress
- **Languages:** English, Persian, Turkish, German

ACHIEVEMENTS

- Achieved over 20 million views on Instagram within just 4 months through strategic content creation and targeted social media campaigns.
- Awarded "The Most Creative Teaser" prize in an international competition by Persia Khodro, the official BMW branch in Iran.
- Increased Instagram followers by 300% in six months, adding minimum 10,000 organic followers and achieving a high conversion rate.
- Developed successful campaigns across various industries, contributing to an average sales increase of 45%.
- Interviewed by ILNA, a prominent Iranian news agency, to provide insights on the future of media.

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EDUCATION AND CERTIFICATES

- **Diploma of Professional Journalism** TV Institute in Tehran
- **Digital Marketing Certificate** Google Inc,
- **M.A. in TV and Media** Istinye University of Istanbul

PROFESSIONAL EXPERIENCE

REMOTE - Content Creator and Social media Specialist (US-Canada) 2021 - NOW

- Remote Content Creator and Social Media Specialist for US and Canadian clients
- Expertise in content development, SEO, and social media management
- Created high-quality content tailored to audience engagement.

FARABI - Video and Content Creator 2019- 2020

- Video and Content Creator for FARABI, a top 5 financial broker in Iran.
- Designed internal website by WordPress for company staff.
- Produced celebratory videos for special occasions like Mother's Day.

SHEYPOOR - Content Creator and Social Media Promotion 2017-2018

- Content Creator and Social Media Promoter for Sheypoor, a platform like eBay.
- Created content and videos to boost social media engagement.
- Acted as executive consultant on business and social media strategy.

DIGIKALA - Content and Digital Marketing 2015-2017

- Created over 1,000 blogs, videos, and podcasts. (DIGIKALA is one of the top 5 e-commerce platforms in the Middle East and the biggest in Iran like Amazon)
- Trained in digital marketing with a European manager and expert team.
- Achieved KPI targets for impressions, engagement, and high view rates.

FREELANCE - Journalist, Content writer and Copywriter 2014-2015

- Freelance Journalist, Content Writer, and Copywriter for newspapers and blogs.
- Produced photography and videography content.
- Launched career with diverse writing and media projects.

References Available Upon Request

Available for an interview to demonstrate my skills, service quality, and free consultation

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