



Rojina Safavi Sohi

Marketing Expert

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📍 Kotka, Finland

DoB: 1998-06-22 | Marital Status: Single

Profile Summary

A results-driven digital marketing expert and co-founder with a passion for leveraging technology to drive business growth. I specialize in crafting data-informed marketing strategies, optimizing user engagement through personalized digital platforms, and delivering measurable ROI for clients. With a strong foundation in EdTech, SaaS, and web solutions, I excel at the intersection of digital marketing, user experience, and innovative tech to boost conversions, revenue, and brand visibility.

Work Experience

December 2019 - August 2020

Co-Founder

ElaraSchool

Tehran, Iran

Tasks and Achievements

As Co-Founder of Alarast School, I spearheaded content production, SEO strategies, and marketing for educational workshops. In the first six months, we successfully hosted webinars attracting over 1,000 participants and elevated website traffic from zero to 8,000 clicks on targeted keywords through optimized SEO efforts.

- Designed and developed an adaptive learning platform that matches users with skill-specific courses, enhancing accessibility and personalization for learners.
- Built the entire educational infrastructure from scratch based on organizational needs, ensuring a scalable foundation for content delivery and user growth.
- Led product design, managed UX teams, and synchronized engineering workflows to create seamless, user-centric experiences.
- Created a personalized course discovery system that increased user engagement, contributing to rapid audience expansion and higher retention rates.

April 2018 - August 2025

Co-Founder & Marketing Manager

HiCodes Group

Tehran, Iran

Tasks and Achievements

As Marketing Manager & Co-founder at HiCodes Group—a dynamic team originating from university collaborators—I led digital marketing, general marketing, and software development initiatives over eight years. In this role, I supported prominent brands like Celebon, Towdook, and Joopa Socks in enhancing their sales and marketing performance through targeted campaigns, market needs assessments for automating marketing processes, and contributions to developing a custom e-commerce system for HiCodes.

Key achievements include:

- Orchestrated Valentine's Day campaign for Seleh Ben, achieving 70,000 site clicks in one week via on-site advertising, resulting in a 28% sales increase; similarly, managed Father's Day campaign with 50,000 clicks from various channels, driving a 20% sales uplift.
- Led rebranding efforts and established brand frameworks for Todook, strengthening its market positioning and identity.
- Directed content production for Jorab Joopa's website and Instagram, generating one million page views on the Instagram collection to boost visibility and engagement.

March 2021 - Present

Co-Founder & Marketing Manager

Irwebsaz Agency

Tehran, Iran

Tasks and Achievements

As Co-Founder of Irwebsaz Digital Marketing Agency, I drive digital transformation through innovative solutions and strategic marketing initiatives. With a strong emphasis on user interface (UI) design and development using WordPress, I lead a talented team in creating visually appealing, highly functional websites that enhance user experience. My expertise extends to delivering tailored e-commerce solutions that empower businesses to thrive in the competitive online marketplace. By fostering collaboration and creativity, I ensure our team remains at the forefront of industry trends, helping small and medium-sized enterprises build a robust online presence.

- Led UI design and WordPress development efforts to create user-centric websites, prioritizing visual appeal and functionality for optimal user experiences.
- Directed the delivery of customized e-commerce solutions, enabling businesses to gain a competitive edge in the online market.
- Fostered team collaboration and creativity to stay ahead of digital marketing trends, resulting in innovative strategies for client success.
- Supported small and medium-sized enterprises in establishing strong online presences through comprehensive digital transformation initiatives.

September 2025 - December 2025

Marketing Manager

Irsafam

Tehran, Iran

Education

1396 - 1400

Bachelor of Computer Engineering

Branch: Engineering

Institute/University: Tehran Azad University North Branch

Tehran, Iran

1400 - 1402

Master of Computer Engineering

Branch: Engineering

Institute/University: Tehran Azad University North Branch

Tehran, Iran

Skills And Tools

Search Engine Optimization

Digital Marketing

Content Marketing / Content Creation

Campaign Management

Analytics and ROI Analysis

Team Leadership / Management

Problem-Solving

Communication

WordPress

Google Analytics

Google Keyword Planner, Ahrefs, SEMrush

Instagram Insights, Hootsuite

WooCommerce

Trello

Language

English — — — — —

Social Network

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Certificates

August 2025

Master of Business Administration in Marketing

Institute: Faculty of Management University of Tehran

Research

Designing a smart toilet inspired by IoT in 2023

This research presents a smart toilet system that integrates UV-vis and fluorescence sensors with IoT connectivity to enable rapid detection of abnormalities in urine, specifically related to uric acid concentration and bacterial presence. The system continuously monitors users' health metrics in a home environment and transmits data to cloud servers for analysis. By automating urine analysis and providing real-time notifications, the proposed design supports early identification of infectious diseases and kidney-related issues. The smart toilet's capability to collect, analyze, and communicate diagnostic information offers a practical solution for preventive health monitoring, especially for individuals at higher risk of urinary disorders.

References

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