

Rojina Safavi Sohi

Web Growth & Product Marketing Manager | Website Design, SEO, Performance Marketing & B2B SaaS Go-to-Market

Kotka, Finland (open to hybrid/remote across Europe) | rojina.safavi39@gmail.com | (+358) 40 811 7862 | rojinasafavi.com | linkedin.com/in/rojina-safavi-b91983221

Profile

Marketing and product professional with 7+ years of experience who plans, designs, launches and grows digital products and websites across SaaS, EdTech, e-commerce, healthcare software and B2B tech. Covers the full chain: website and UX planning, SEO, content, social, email and SMS campaigns, brand positioning, analytics, and product ownership of web platforms.

Results include a platform grown from 0 to 8,000 targeted monthly clicks, a seasonal campaign that drove 70,000 clicks in one week with a 28% sales increase, and a content programme with over 1 million page views. Combines a B.Sc. and M.Sc. in Computer Engineering with an MBA in Marketing, so works comfortably with developers, designers and product teams and ties every website and campaign decision to business outcomes. Currently completing a Master's in Digital Industry and AI at Xamk and looking to build a structured, data-driven growth function at a Finnish or European tech company.

Core Skills

- **Website design & development:** website planning and information architecture, UX and wireframing with designers, landing pages and conversion paths, WordPress / WooCommerce, e-commerce and corporate site delivery, usability and page-speed optimisation, working with developers via Git (GitHub, GitLab)
- **SEO & content:** keyword research, on-page and technical SEO, content strategy and editorial planning, blogging, webinars, content-driven lead generation
- **Performance & digital marketing:** campaign management across social (Instagram), email and SMS, seasonal and launch campaigns, demand generation, conversion optimisation, ROI analysis
- **Brand & B2B marketing:** brand positioning, rebranding, value propositions, client acquisition, long-term contract sales
- **Product marketing & go-to-market:** product positioning and messaging, launch strategy, user-needs research, product documentation
- **Product & platform management:** requirements and roadmap ownership, backlog and sprint coordination with Engineering and UX, feature prioritisation, platform development from concept to launch
- **Analytics & tools:** Google Analytics, SEMrush, Ahrefs, sales and performance data analysis, JIRA, Trello, Notion
- **Leadership & collaboration:** cross-functional team leadership, stakeholder alignment, agency and client management
- **Technical foundation:** B.Sc. and M.Sc. in Computer Engineering; comfortable with modern web technologies and developer workflows

Selected Platform & Product Projects

Pulse Platform: Product Owner and Designer

- Planned and drove the Pulse platform from concept to market, owning requirements, roadmap and launch messaging
- Built the website, content and SEO foundation to attract and convert the target audience
- Set up analytics and campaign channels to measure acquisition and guide product decisions

Professional Experience

Marketing Manager | Irsafam, Tehran, Iran | Sep 2025 – Dec 2025

- Managed content strategy across Instagram and the website for the mock/IELTS exam product line, growing engagement and visibility
- Designed and optimised targeted campaigns (social, SMS, email) based on sales data analysis
- Produced product documentation for new offerings

Co-Founder & Marketing Manager | Irwebsaz Agency, Tehran, Iran | Mar 2021 – Aug 2025

- Led SEO and content-driven growth projects for SME clients: keyword research, on-page optimisation and performance tracking, delivering consistent organic traffic and conversion gains
- Oversaw design and delivery of e-commerce and web platforms optimised for usability and search performance, leading cross-functional delivery teams of designers, developers and content writers
- Managed client relationships, project scoping and delivery from proposal to launch

Co-Founder & Marketing Manager | HiCodes Group, Tehran, Iran | Apr 2018 – Aug 2025

- Led B2B marketing and client acquisition: defined positioning, value propositions and demand generation strategy to secure long-term contracts
- Acted as Product Manager: consolidated recurring client needs across industries into one scalable e-commerce platform, owning requirements and roadmap
- Directed launch campaigns with measurable revenue impact, including a seasonal campaign that generated 70,000 clicks in one week and a 28% sales increase
- Led brand positioning, rebranding and content strategy for client brands, with one programme reaching over 1 million page views
- Supported the planning and development of client websites and software platforms, including the Nexus platform, a dental practice management platform and Pulse

Product Owner & Marketing Manager | ElaraSchool, Tehran, Iran | Dec 2019 – Aug 2020

- Owned the go-to-market strategy and launch of an EdTech platform, from concept to market readiness, translating user needs into features, positioning and launch messaging
- Grew website traffic from 0 to 8,000 targeted clicks in six months through SEO and webinars, with 1,000+ webinar participants
- Designed a personalised course recommendation system that improved user engagement and retention
- Coordinated engineering and UX workflows to build a scalable technical foundation

Freelance Projects

Web Design and Digital Marketing | Independent client work

- Legal Bridge (bridgelegalgroup.ch): website design and digital marketing
- Joopa (joopa.ir): website design and digital marketing
- Apadana (apadanatex.com): website design and digital marketing
- Celebon (celebon.ir): website design and digital marketing
- Dr. Amir Shojaei (dramirshojaei.com): branding and web design

For each client: planned the site structure and user journey, designed and launched the website, and set up SEO, content and campaign channels to bring in traffic and leads.

Education

- **Master's in Digital Industry and AI**, Xamk (South-Eastern Finland University of Applied Sciences), expected November 2026
- **MBA in Marketing**, Faculty of Management, University of Tehran, 2025
- **M.Sc. Computer Engineering**, Tehran Azad University, North Branch, 2021–2023
- **B.Sc. Computer Engineering**, Tehran Azad University, North Branch, 2017–2021

Languages

English (fluent) · Finnish (B1) · Persian (native)