

PENDAR NASERI

Business Builder / Business Consultant / Marketing Strategist

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PROFILE

I work across business direction, marketing, campaigns, product marketing and the systems that support execution. My experience includes advertising leadership, digital marketing, product launches and web design.

PROFESSIONAL EXPERIENCE

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| 2025–2026 | Marketing Team Lead
Rastcin / RTL Theme
Digital marketing infrastructure, sales funnel and campaign leadership. |
| 2025 | Chief Marketing Officer
Rafiee Financial Academy
CRM development, sales and marketing operations, acquisition channels and team building. |
| 2024 | Campaign Manager
Limoo Host
Advertising campaigns across channels; campaign analysis and vendor negotiation. |
| 2022–2025 | Advertising & Campaign Manager
NAPA Group / Eghamat24
Advertising campaigns, social media strategy and creative/vendor coordination. |
| 2022–2023 | Product Marketing Manager
NAPA Group / Eghamat24
Launch and management of the Tours and Visa products. |
| 2022–* | Co-founder / Marketing Manager
Adium Agency
Digital marketing strategy and oversight of SEO, content, social and paid services. |
| 2021–2022 | Promotion Team Lead
Paraf Holding
Promotion team and campaign planning across functions. |
| 2021–2022 | Promotion Team Lead
Vandad Vira Houman / ParsPack
Advertising reporting and email/SMS marketing support. |

* Open-ended date in the source resume; current status has not been reconfirmed.

EXPERIENCE & BACKGROUND

2020–2022	Advertising Consultant Kaj Agency Online and offline advertising strategy and channel/budget advice.
2020–2021	Advertising & Campaign Manager Dayan Group Advertising channels, budgets and advertising-management processes.
2020–2021	Digital & Affiliate Marketing Expert Dayan Group / Bikoplus Affiliate-program research, structural planning and training.
2018–2019	Digital Marketer Pardis Design Company Digital marketing, pricing and customer-acquisition planning.
2018–*	WordPress Web Designer Freelance WordPress web design with attention to performance and SEO.

AREAS OF CAPABILITY

Business & strategy / Marketing & campaigns / Data & measurement / Web & technology

EDUCATION

Computer Engineering — Payame Noor University (2018–2025). Graduation status has not been confirmed.

SELECTED CERTIFICATIONS (HISTORICAL)

Performance Marketing — Analytips.io (2022); Digital Advertising and SEO — HubSpot Academy (2021); Google Ads Search Certification and Google Analytics Individual Qualification — Skillshop (2021). Current validity has not been verified.

SELECTED TRAINING COURSES

Data Analysis / Atlantis — Analytips.io (2024); Performance Marketing and Excel Expert — Masoud Ansari (2023); Google Ads Plus — HD Marketing (2023); Google Analytics 4 — Yazdan Moradi and Amir Abbas Alavi (2023).

Project information and further context: pendarnaseri.com/work

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