

SAEED SHEIKHI

DIGITAL MARKETING & CONTENT SPECIALIST

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PROFILE

Digital marketer with **8+ years of experience** in content, social media and e-commerce. Combines audience growth and brand campaigns with hands-on Shopify and Meta Ads experience.

147K+ Instagram followers | **120M+ content views** | **15+ launches at Digikala**

CORE SKILLS

- Content Strategy & Short-Form Video
- Social Media & Community Growth
- Meta Ads & Performance Reporting
- Shopify & E-commerce
- Campaign Management
- Brand Partnerships

EXPERIENCE

Founder - Pet Vibey Dec 2025 - Present

- Launched a **Shopify pet-products store for the US market**; manage sourcing, storefront and customer acquisition.
- Run **Meta Ads**, testing creative and audiences against CPA and ROAS targets.

Social Media Content Creator - Saeedshahba Jan 2020 - Present

- Built an Instagram community of **147K+ followers** with **120M+ views**; create sponsored content and brand collaborations.
- Produced **30+ videos exceeding 500K views**; top-performing video: **4.7M views**.

Assistant Content Manager - Digikala Oct 2020 - Nov 2021

- Contributed to Instagram growth from **120K to 395K followers**; produced content across social, blog, email and app.
- Ran **15+ product launch campaigns** from brief to reporting, coordinating design, product and category teams.

Digital Content Creator - Kanoon Iran Novin Feb 2018 - Nov 2020

- Created campaigns for **20+ client accounts** across banking, food and technology.
- Produced Shahr Bank video content reaching **2M views** with **120% engagement uplift** versus previous campaigns.

Regional Director of Sales and Marketing - Javaneh Mushroom Company Jan 2016 - Jan 2018

- Led regional marketing, retail distribution and B2B sales; contributed to the company's rise from Iran's third-largest provider to **market leader**.

EDUCATION

MBM - Digital Marketing and Communication

Wittenborg University of Applied Sciences | 2025 - Expected Feb 2027

MBA - Entrepreneurship & Innovation

Wittenborg University of Applied Sciences | 2022 - 2024

TOOLS & LANGUAGES

Tools: Adobe Premiere, Photoshop, After Effects, Canva, Meta Business Suite, Google Analytics, WordPress, Shopify

Languages: English (fluent) · Dutch (basic) · Persian (fluent)