

Contact

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Top Skills

Web Marketing Strategy

Business Growth

Reporting & Analysis

Languages

German (Native or Bilingual)

English (Full Professional)

Arabic (Limited Working)

Persian (Native or Bilingual)

Turkish (Full Professional)

Publications

Chameh Unveiling

Ahmad Shahoseini

Digital Growth Architect | CRM & Automation | SEO & Performance Marketing | MarTech & BI

Berlin, Berlin, Germany

Summary

I'm a hands-on Digital Marketing Manager and Data Analyst with a strong track record in CRM, SEO, Performance Marketing, and Marketing Automation. I've built full-funnel campaign infrastructures across Google Ads (SEA), HubSpot, and WordPress—delivering measurable growth for B2B and B2C companies.

My core strengths include setting up scalable automations (email workflows, retargeting, lead nurturing), enhancing visibility through SEO, and optimizing paid channels through data-driven experimentation and A/B testing.

I manage Google Ads, Meta Ads, and retargeting strategies to generate high-quality leads, improve ROAS, and align performance KPIs with sales outcomes.

Technically, I'm fluent in GA4, Looker Studio, Tag Manager, Python, SQL, and modern analytics stacks to turn raw data into actionable insights.

I combine strategy and execution—designing systems that drive conversion, engagement, and long-term growth.

Experience

Ninox Software

Director of Performance Marketing

August 2025 - Present (1 year)

Berlin, Germany

At Ninox, I own the end-to-end paid growth system for Ninox 4, a German B2B SaaS platform in the low-code/no-code space.

My work sits at the intersection of growth strategy, performance marketing, campaign architecture, MarTech, analytics, and product-led growth. I lead

the strategy, structure, design direction, optimization, and reporting of paid acquisition programs, focused on turning marketing spend into measurable signups, demo requests, product activation, pipeline quality, and revenue-related outcomes.

For the Ninox 4 launch and the transition toward a freemium/product-led growth model, I design and manage the campaign system across ICPs, funnel stages, landing pages, creative formats, tracking logic, UTM governance, and paid channel execution.

I work closely with design and content leadership to translate GTM strategy into campaign assets, messaging, landing pages, and acquisition programs across LinkedIn Ads, Google Search, Demand Gen, Reddit Ads, Capterra, and G2.

Selected work:

- Owned the paid campaign architecture for the Ninox 4 launch and the shift from trial-based acquisition toward freemium and PLG.
- Designed multi-channel campaign structures across ICPs, funnel stages, landing pages, creative assets, paid channels, and UTM logic.
- Rebuilt and cleaned the GTM/GA4 tracking foundation after the website migration, including diagnostic events, conversion goals, platform alignment, and campaign measurement.
- Designed a layered measurement model connecting website intent, conversions, product signals, CRM quality, paid optimization, and BI reporting.
- Developed lifecycle and post-signup journey concepts for activation, conversion, expansion, and churn prevention.
- Worked cross-functionally with design, content, sales, RevOps, BI, product analytics, and frontend development.

Core stack:

GTM, GA4, Google Ads, LinkedIn Ads, Reddit Ads, Capterra, G2, HubSpot, Mixpanel, BigQuery, Power BI, Looker Studio, Webflow, PLG tracking, lifecycle marketing.

Plunet

Digital Marketing Manager

January 2022 - March 2025 (3 years 3 months)

Berlin, Germany

As Digital Marketing Manager at Plunet, I led the Implementation and integration of CRM, automation, and performance marketing across the entire customer journey. I operated at the intersection of data, strategy, and execution — optimizing marketing and sales processes through MarTech systems and analytics.

Key Responsibilities & Achievements:

CRM & Marketing Automation:

Designed and implemented workflows, lifecycle campaigns, and lead nurturing sequences in HubSpot. Managed properties, custom reports, and sales pipelines to streamline operations.

Performance Marketing & SEA:

Planned and managed paid campaigns via Google Ads (Search, Display, Retargeting). Optimized channel performance through A/B testing, keyword targeting, and budget forecasting.

SEO & Content Optimization:

Improved organic visibility by optimizing high-value landing pages, metadata, and backlinks. Led content audit and on-page SEO strategy.

Analytics & Reporting:

Set up GA4, GTM, and custom dashboards (Looker Studio) for conversion tracking and funnel reporting. Delivered monthly reports for all marketing KPIs.

Data Engineering:

Developed data pipelines, created automated syncing between marketing tools, and maintained a data warehouse for central reporting and governance.

Web Management & UX:

Managed Plunet's WordPress website. Designed and optimized landing pages with conversion-focused UX/UI enhancements.

Cross-Team Collaboration:

Worked closely with Sales, Product, and external partners (e.g. Google, Meta) to align campaigns with growth targets and feedback loops.

LeadChamps

Digital Marketing Manager / Web Developer
September 2021 - October 2022 (1 year 2 months)
Istanbul, Turkey

At LeadChamps, I supported SMB clients in the DACH region by combining performance marketing with modern web development. I planned, implemented, and optimized campaigns and websites with a focus on lead generation, conversion, and UX.

Key Responsibilities & Achievements:

Performance Marketing:

Created and managed Google Ads campaigns (Search, Display, Retargeting), and set up conversion tracking with Google Tag Manager. Optimized ad spend and increased CTR through A/B testing.

SEO & Analytics:

Improved organic rankings through on-page SEO, keyword strategy, and technical optimization. Set up KPIs and tracked performance using Google Analytics and heatmaps.

CRM & Automation:

Built marketing automation workflows using HubSpot. Managed email sequences, contact segmentation, and lifecycle campaigns.

Omnichannel LinkedIn Outreach:

Designed and executed automated LinkedIn outreach campaigns with personalized sequences, conditional logic, and cross-channel steps (email, retargeting, profile views). Used third-party tools to build scalable, multi-touch engagement funnels.

Web Design & UX:

Designed and developed responsive WordPress sites such as leadchamps.co and sasa-interior.com. Focused on UX/UI enhancements and site performance optimization.

Campaign Management:

Ran LinkedIn and Facebook ad campaigns. Created personas, conducted market research, and built retargeting funnels.

Cross-Platform Integration:

Integrated CRM tools and analytics across the digital stack to streamline reporting and performance insights.

Alexander Gardi

Digital Marketing Manager

March 2020 - October 2021 (1 year 8 months)

Istanbul, Turkey

At Alexander Gardi, a fashion e-commerce brand, I led digital marketing operations, online campaign strategy, and e-commerce platform development. My role merged SEO, paid ads, analytics, and full-stack e-commerce management.

Key Responsibilities & Achievements:

Performance & Paid Marketing:

Managed Google Ads (Search, Display, Catalog, Smart, Local) and Facebook Ads campaigns. Optimized budgets and performance KPIs across channels.

SEO & Merchant Center Management:

Implemented on-page SEO and managed Google Merchant Center (feed setup, rules, product optimization) to boost shopping visibility and CTR.

Analytics & Optimization:

Used Google Analytics and Yandex to set campaign goals, analyze behavior (heatmaps, session recordings), and drive continuous improvement.

Digital Strategy & Social Media:

Created omnichannel strategies using personas, KPIs, content calendars, and competitive research. Launched Instagram, Facebook, LinkedIn, and Pinterest accounts.

Web Development:

Designed and developed alexandergardi.com as a high-performing fashion e-commerce site. Integrated payment/cargo gateways, product variation logic, and live chat. Optimized loading speed and user experience.

E-Commerce Operations:

Managed product data, created and launched sales campaigns (e.g. "Buy 2, Get 3"), and edited/retouched product photos. Maintained storefront content and merchandising logic.

GS1 Iran

Digital Marketing Specialist & Web Developer

August 2018 - November 2019 (1 year 4 months)

Tehran Province, Iran

At GS1 Iran, I held a hybrid role spanning growth marketing, SEO, UX, data analysis, and web development. I worked across the organization's multiple platforms and digital properties to build scalable marketing and web infrastructure.

Key Responsibilities & Achievements:

Growth Marketing:

Executed SEO, SEM, email, and content marketing campaigns focused on lead generation, visibility, and audience growth. Led high-budget digital marketing projects across Google Ads and social platforms.

Performance Marketing & Paid Ads:

Planned, launched, and optimized paid campaigns (Google Ads, Facebook Ads, SEM) with full budget responsibility. Focused on improving ROAS, CTR, and cost efficiency through continuous A/B testing and data-driven targeting.

Campaign Ownership & Team Leadership:

Owned and led multi-channel campaign execution from strategy to delivery. Managed the internal marketing and design teams, ensuring coordinated rollout of creative and digital assets on time and within scope.

SEO & Content Optimization:

Developed keyword strategies, improved site structure, enhanced content relevance, and built backlinks to strengthen online brand presence.

Data Analysis:

Cleaned and analyzed marketing data to identify user patterns and created predictive models for campaign planning.

UX & Conversion Optimization:

Conducted UI/UX audits and implemented improvements across websites, product catalogs, and promotional banners to enhance usability and customer engagement.

Web Development:

Designed, developed, and maintained core websites including:

- ets.gs1ir.net
- gs1stars.com
- barcode.gs1-ir.org
- gs1-ir.org

Site Management:

Led development and content operations of nncgs1.com, ensuring performance, reliability, and alignment with organizational goals.

Aroko Tech Pioneers

Co-Founder & CEO / Head of Web Department

August 2011 - November 2019 (8 years 4 months)

Iran

As Co-Founder and CEO of Aroko.Tech, I built and led a cross-functional software company delivering web, mobile, and desktop solutions. I founded the company, structured the departments, signed contracts, managed external relationships, and served as the head of the web department before we hired a dedicated lead.

Key Responsibilities & Achievements:

Company Building & Leadership:

Co-founded and led Aroko.Tech for 6+ years. Structured operations across three technical teams:

- Mobile Development
- Desktop Applications
- Web Development & Web Apps

Department Leadership:

As interim Head of Web, I managed project delivery, oversaw architecture and code reviews, and ensured on-time release of multiple web applications and websites.

Project Management & KPIs:

Led customer onboarding, contract negotiation, requirement scoping, and project planning. Defined team KPIs, delivery milestones, and managed budgets.

Customer Success & Sales:

Handled all external meetings, proposals, and client success journeys. Maintained long-term relationships through transparent project reporting and post-delivery support.

Product Ownership & Marketing Systems:

Spearheaded development of our own proprietary CRM and integrated Email Marketing System tailored for SMBs. This system included contact segmentation, campaign triggers, and reporting dashboards.

Innovation & Tool Development:

Oversaw the release of numerous self-sponsored tools and software, including educational and business tools delivered as packaged CD/DVD products, as well as online web apps.

Digital Marketing Strategy:

Later shifted focus to building Aroko's digital presence, managing SEO, content, and performance marketing for our tools and services.

Novintandis

Digital Marketing Manager

May 2016 - September 2018 (2 years 5 months)

Tehran Province, Iran

At Novintandis, I led digital marketing and product strategy for B2B marketing campaigns and internal tools. I owned campaign execution across multiple digital channels and directly contributed to the development of internal analytics, CRM, and affiliate modules.

Key Responsibilities & Achievements:

B2B Email Marketing & Automation:

Implemented Python-based scripts to run and optimize targeted email marketing campaigns at scale. Improved open and click-through rates using dynamic segmentation.

SEO, SEM & Paid Social:

Planned and executed SEO, SEM, and paid social campaigns to increase lead acquisition and brand visibility across search and social platforms.

Affiliate Program Development:

Created and launched affiliate marketing campaigns that expanded the brand's digital reach and drove additional inbound revenue.

Website Optimization:

Conducted in-depth page audits to improve UX and technical SEO. Launched new website designs with a focus on high-conversion landing pages informed by user behavior.

Content & Community Strategy:

Led blog development and content strategy, incorporating user-generated content to build community trust and improve organic traffic.

Analytics & Reporting:

Utilized Google Analytics and conversion tracking tools to measure campaign effectiveness and identify areas for improvement.

Clinic Baran

Chief Technology Officer , Digital marketer

January 2017 - June 2017 (6 months)

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Part Time

Clinice Baran , I was responsible for every decisions in technology area

buying hardware

internet

host

domain

website developing

social managing

social media strategy

seo

branding

online branding

networking

digital marketing strategy

Mehr Afraz Asia

CSS Programmer , Web Developer

February 2011 - May 2011 (4 months)

Tehran

I was Developing "UI" for the Website.(CSS)

and part of the main code and "AI" for the program (PHP)

Education

Bahar Educational Institute

Master's degree, Digital Marketing MBA · (2017 - 2017)

Shahid Rajaei Teacher Training University

Bachelor's Degree, Computer Software Engineering · (2010 - 2014)

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Diploma, Riazi Fizik · (2008 - 2010)