

Vali Hashami

MARKETING PROFESSIONAL

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Profile

A strategic marketing professional with 8+ years of expertise in transforming complex market challenges into impactful brand narratives. Specializing in digital marketing, brand development, and innovative growth strategies, I leverage data-driven insights and creative problem-solving to deliver measurable business outcomes. My approach combines technical precision with creative vision, enabling organizations to connect meaningfully with their target audiences and achieve sustainable competitive advantages.

Core Competencies

- Marketing Strategy Development
- Digital Marketing & Campaign Management
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Content Creation & Marketing
- Market Research & Analysis
- Performance Analytics
- Brand Development
- Strategic Planning
- Client Relationship Management
- Cross-Functional Team Leadership

Professional Experience

Digital Marketing Specialist

Al Allm Al Saeed Marketing Management | Dubai, UAE | 06/2021 - Present

- Orchestrated comprehensive multi-channel marketing campaigns across social media, email, and digital platforms.
- Developed and implemented advanced SEO and website optimization strategies, significantly improving search engine rankings and online engagement.
- Conducted in-depth market research to identify emerging marketing techniques and innovative client engagement strategies.

- Managed targeted advertising campaigns on Facebook and Instagram, utilizing A/B testing and advanced analytics tools.
- Achieved measurable improvements in brand awareness and ROI through data-driven marketing approaches

Head of Business Development

Book City | Tehran, Iran | 08/2016 – 06/2021

- Established and managed a new department within a leading retail chain, driving strategic expansions and market growth.
- Forged strategic partnerships with international brands, enhancing product offerings and market positioning.
- Developed and executed targeted marketing campaigns to penetrate new markets and boost product visibility.
- Optimized inventory management and pricing strategies based on comprehensive market analysis.
- Led cross-functional teams, implemented performance training programs, and cultivated a high-performance culture.

Head of Business Development

Electrocity | Tehran, Iran | 12/2014 – 08/2016

- Implemented global product sourcing strategy, negotiating with 50+ suppliers to optimize cost efficiency and quality.
- Conducted extensive market research to guide product innovation and strategic business planning.
- Developed dynamic pricing models to maximize revenue growth based on consumer demand patterns.
- Managed comprehensive marketing plans that increased brand awareness and drove significant sales growth.

Education

Advanced Marketing Certifications

- Advertising with Meta (2024)
- Social Media Management (2024)
- Google Digital Marketing and E-Commerce Professional Certificate (2024)
- Microsoft Advertising Certified Professional (2022)

Academic Qualifications

- Master of Business Administration (2024) *Major: Marketing | Wrexham University, UK*
- Level 7 Diploma in Business Strategy (2023) *Qualifi Ltd, UK*
- Postgraduate Diploma in International Marketing Management (2023) *Cambridge International Qualifications, UK*

Languages

- English: Proficient
- Farsi: Proficient
- French: Basic

Additional Skills

- Proficient in digital marketing tools and platforms
- Strong analytical and strategic thinking capabilities
- Excellent communication and presentation skills
- Adaptable to fast-paced, dynamic marketing environments