

Sanaz Moazeni rizi

AI-Driven Digital Marketing | AI Automation | Paid Media | CRO

Results-driven Growth & Performance Marketing Manager with 8+ years of international experience across B2B and B2C brands, specializing in paid media, CRO, analytics, and scalable digital growth strategies. Proven track record in improving ROAS, reducing CPC, increasing conversion rates, and building high-performing campaigns across Google, Meta, LinkedIn, and multi-channel ecosystems. Experienced in campaign strategy, landing page optimization, lead generation, and performance reporting using GA4, Tag Manager, and Looker Studio. Recently expanded expertise into AI-assisted marketing workflows, automation, and modern growth systems to improve efficiency, creative execution, and marketing performance in evolving digital environments.



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WORK EXPERIENCES:

Growloop Startup - Austria, Vienna

2026

FOUNDER & SELF-EMPLOYED AI-POWERED DIGITAL MARKETING

Developing an AI-powered online marketing and content automation platform focused on helping businesses improve online visibility and build long-term discoverability, brand consistency, SEO and AIO performance, topical authority and scalable digital growth.

Combining performance marketing expertise with AI-assisted content workflows, automation, and modern SEO strategies to support startups, SMEs, and personal brands in adapting to the evolving search and content landscape.

Star Agro Company - Austria, Graz - Full Time

Dec 2024 - Jun 2025

DIGITAL MARKETING MANAGER

- 5% increase in sale YOY
- Email marketing, 7% increase in open rate+ 2 million impression in Meta ads in 3 month with low budget
- Implemented integrated campaigns using Meta, Google Ads, and email marketing.
- Initiating and leading online marketing team
- Developing online marketing strategies, tools, workflows
- Developing social media strategies
- Social Media Content Calendar
- Suggest Best Ads solution for PL
- Websites audit to improve conversion rate
- Conducted strategic keyword research to support content creation and SEO

Anton Paar company - Austria, Graz - Full Time

Sep 2023 - August 2024

GOOGLE ADVERTISING AND SOCIAL MEDIA SPECIALIST

- Deliver expected ROAS
- Managed Google Ads performance across 35 global subsidiaries, aligning local and HQ marketing goals in Google Ads and social media content and strategies
- Google Ads Implementation/Optimization in HQ
- Keyword Research
- MCC and Auditing Subcideries Google Ads Accounts
- Budget Management
- Social Media Content Management
- Social Media Content Calendar
- LinkedIn Advertising and Lead Generation
- Suggest Best Ads solution for PL
- Standardize the Content Creation Process to Boost KPIs and Quality

Moroorgan company - Iran, Isfahan

Sep 2014 - Feb 2023

CO-FOUNDER AND DIGITAL MARKETING MANAGER

Management a 4 member team in digital marketing and website department, Plan and implement efficient digital marketing strategy for tens of B2B and B2C companies and help them appear and growth in social media or google ads with a high converting landing page. Deliver over 40 website design project.

NED sign company - Netherland - remote

PPC MANAGER

- Decrease bounce rate more than 30 %
- Increase CTR average 7%
- Keyword research and Implement Google ads structure
- Optimize Google ads account structure and bid strategy
- Increase conversion rate +2% in first month
- Redesign landing pages by focusing on effective CTA's, copywritting and campaign goals
- Increased engagement rate +40%
- Decreased cpc +40%

TECHNICAL SKILLS

- Online Growth & Performance Marketing
- Marketing Automation (n8n)
- B2B, B2C Online Marketing Strategy
- Google Ads (Search, P.Max, Demand Gen, Shopping, Video, MCC)
- Meta Ads & LinkedIn Ads
- PPC Campaign Optimization
- AI-Powered Content & Campaign optimisation
- SEO, AIO & Keyword Strategy
- CRO & Funnel Optimization
- Landing Page Strategy & A/B Testing
- GA4, Tag Manager & Looker Studio
- Conversion Tracking & Attribution
- KPI Reporting & ROAS Optimization
- Audience Targeting & Retargeting
- Content & Social Media & Community Strategy
- AI Copywriting & Prompt Engineering
- Lead Generation Strategy
- WordPress ,Shopify, Wix
- Google Search Console
- Jira, Trello & Confluence

SOFT SKILLS

- Strategic thinking
- Cross-functional collaboration
- Data-driven decision making
- Adaptability
- Agile Execution
- Committed to Responsibilitis
- Creative Thinking
- Growth Mindset
- Self-organization
- Always Learner

WORK EXPERIENCES:

Ontario Rugs Cleaning company - Toronto - remote Feb 2022 - Sep 2023

GOOGLE ADS MANAGER

- Implementing website and high converting landing page with almost 6% conversion rate which is perfect in this competitive industry in Toronto
- Keyword research and setup google ads account structure
- Ad copy
- CPC 20% under average
- CTR average 12%

- PD team- property agent - Toronto:

- Increase +2k followers with collaboration and content marketing in instagram
- Increase engagement rate and get +30% lead
- Improve brand identity with a perfect content table & social media growth strategy

Moroorgan company - Iran Sep 2014 - Feb 2023

DIGITAL MARKETING MANAGER

- Sorouh fragrance Co. - B2B- Kuwait:

- Design an online B2B marketing strategy in order to Improve visibility in Kuwait city with Instagram and website, Design website.
- Design content table for Instagram and manage the content marketing team
- Increase social media follower, reach and impression over 30% with content marketing and collaborate with Kuwait influencers

- Saya Car Dealer Co.:

- Achieve over 32k active users
- Make +100 leads per day on Instagram just with content marketing and advertising

- Roosta - Online Bread Delivery Application:

- Get over 700 application installations in 2 months
- Make fantastic brand awareness and visibility on local scale

- Hilla clothes producer:

- Over 30% boost in sales by social media marketing

Skills:

- Plan Social media strategy based on targeted audience persona
- Plan content table and manage content marketing team
- Implement advertising campaigns on social media and measure performance
- copywriting

CERTIFIED

- Mastering Digital Marketing in AI via London Business School
- Google Ads Video Certified
- Google Ads Search Certified
- Google Ads Shop Certified
- Google Ads Measurement Certified
- Conversion Optimization Certified
- Technical wordpress SEO - LinkedIn
- LinkedIn B2B Business

EDUCATION

Bachelor of Information Technology -
Sheikh Bahaei University
2007 - 2011

LANGUAGES:

- Persian – Native
- English – B2+ (Fluent in professional communication)
- German – Basic (actively improving)