

MAHDI BASIRATNIA

CONTACT INFORMATION

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SKILLS

- Market Research & Competitive Intelligence
- Brand Positioning & Go-to-Market Strategy
- Digital Marketing Strategy & Execution (Google Ads, Meta Ads, LinkedIn Ads, Telegram Ads/Bots, HubSpot, SEMrush, Ahrefs, Hootsuite, Meta Business Suite, Mailchimp)
- Paid-Media & Campaign Management (Planning, budgeting, optimisation, ROAS tracking across Google, Meta, LinkedIn, Telegram)
- Analytics & Performance Tracking (Google Analytics 4, Google Tag Manager, Looker Studio, Facebook Pixel)
- Customer Journey & Funnel Optimization (Funnelytics, Miro, Hotjar, GA4 segment analysis)
- Workflow & Automation (Kanban boards, Zapier, Respond)
- Cross-cultural Communication
- Team Management & Mentorship
- Adaptability & Problem-Solving

LANGUAGES

- English | Advanced. C2 Certified: Business Proficient
- Persian | Native

SUMMARY

Performance-driven Digital Marketing Specialist with over 5 years of experience in the FinTech, Crypto, and Financial Services industries. Skilled in managing multi-channel performance marketing campaigns across Google Ads, Meta Ads, LinkedIn, and Telegram, with a strong track record in lead generation, conversion rate optimization (CRO), and retention strategies.

Adept at managing full-funnel strategies by combining SEO, content, email marketing, and remarketing to improve ROAS, reduce CAC, and align with revenue goals. Experienced in cross-functional team management, data analytics, and marketing compliance across MENA and global markets. **Known for translating data insights into measurable business outcomes and ensuring close coordination between marketing, product, and tech teams.**

EXPERIENCE

MARKETING SPECIALIST & OPERATIONS SUPERVISOR

Crypto Force DMCC. UAE | Jan 2024 - Jul 2025

Crypto OTC exchange operating in the UAE.

- Oversaw digital-marketing strategy and day-to-day OTC operations in a regulated FinTech/Crypto environment, driving acquisition, retention and full compliance.
- Led a **5-member** cross-functional marketing and operations team, introducing Kanban & Respond automations that **cut task turnaround 35% in 12 months**.
- Led multi-channel performance marketing campaigns across Google Ads and Meta Ads and CRO experiments that **lifted lead-to-trade conversion from 6% to 9% (+50 %) while holding CAC below target**.
- Analysed trade-desk telemetry in BigQuery; persona retargeting **boosted average trade size 12% and return-user ratio 30%**.
- Created culturally tailored campaigns for both B2C and B2B segments using data-driven segmentation strategies.
- Created bilingual (English/Persian) funnels, landing pages, ads and emails, **raising email CTR from 3.1% to 4.4% (+42%)**.
- Migrated operations to CryptoForce Middle East LTD, with zero downtime and 100% operational continuity.
- Collaborated directly with C-level leadership on quarterly OKRs; **revenue grew about 12% QoQ on average** through new VIP spread tiers and referral incentives.
- Acted as a bridge between technical and non-technical teams, **ensuring aligned priorities and on-time campaign launches** across all channels.

BUSINESS DEVELOPMENT SPECIALIST

Alkhadra Holding. Dubai, UAE | Jul 2023 - Jan 2024

Group of diversified companies.

- Built and nurtured B2B relationships that averaged about **15% MoM growth in new corporate clients, doubling the active client base in 6 months**.
- Researched payment-gateway options and helped launch a new crypto-payment service, **adding about 10% to monthly recurring revenue**.
- Represented the company in 8+ partner meetings and helped close two cross-border agreements, **expanding our geographical reach**.
- Worked closely with senior management on partner evaluation and contract terms, **ensuring deals met budget and compliance needs**.
- Shared customer feedback with product and marketing teams, **refining service positioning for key client segments**.

MARKETING MANAGER

PCM Broker. | May 2022 - Jul 2023

Global forex brokerage with operational offices in UAE and Canada.

- Designed and ran full-funnel marketing for an international forex broker, **lifting qualified lead volume 40% in 14 months while keeping CPL on target**.
- Led a major SEO and content update that **drove about 60% organic-traffic growth in 3 months and 30% more inbound leads**.
- Managed and mentored a 10-person team; new agile workflows and SOPs **raised output 50% YoY and cut turnover 20%**.
- Launched 3 products and hosted 6 educational webinars, **attracting 2400+ registrants and converting 200+ new trading clients**.
- Ran paid-media programmes across Google Search, Display, Performance Max, YouTube, Meta Ads, and Telegram remarketing, **sustaining about 3X ROAS and raising remarket-CTR 22%**.
- Owned budget planning and growth KPIs, ensuring spend aligned with revenue targets.

DIGITAL MARKETING SPECIALIST | MARKET RESEARCH ANALYST

Paliz. | Jan 2020 - May 2022

FinTech company offering global payment solutions.

- Ran multi-channel paid campaigns on Google Ads, Instagram, and Telegram; **kept average ROAS at about 3.2X** across digital-wallet, prepaid-card, and cross-border-payment products.
- Led a UX audit and CRO sprint that **lifted checkout-completion rate by about 28%** and **cut bounce/drop-off points on key pages**.
- Delivered competitor and user-behavior analyses that **helped reduce monthly churn about 15%** and **guided a successful product repositioning**.
- **Boosted returning-user ratio about 20%** by refining audience segments and tailoring remarketing creatives.
- Acted as a data bridge between marketing, product, and development teams, **ensuring insight-driven updates were shipped on schedule** and tracked in Google Analytics and Facebook Pixel dashboards.

EARLY CAREER HIGHLIGHTS:

- **Digital Marketing Specialist** at **Nopana** (2017 - 2018)
- **Social Media Specialist** at **Shezan Innovation Center** (2016 - 2017)
- **Freelancer: Content Producer** (2013 - 2016)

EDUCATION

BACHELOR OF SCIENCE IN SOFTWARE ENGINEERING

University of Kashan. | 2013 - 2017

CERTIFICATIONS & COURSES

Data Analytics Professional Certificate (Google)

The Fundamentals of Digital Marketing (Google)

Google Analytics 4 (LinkedIn)

SEO (Hubspot)

EF SET English Certificate (C2 Proficient)