

# Omid Akrami

Istanbul, Türkiye

omidakrami@outlook.com

+905399261117

[linkedin.com/in/omid-akrami](https://www.linkedin.com/in/omid-akrami)

## Summary

As an individual who is driven by a passion for utilizing modern technology, particularly data and digital marketing solutions, to resolve customer issues, I bring a distinctive range of skills and experiences to any organization. Throughout my professional journey, I have occupied a variety of executive positions, including business development, project management, and CEO, and have displayed a proven capability in establishing businesses from scratch, as well as leading and managing world-class project teams ranging from 10 to 100 individuals.

The insights garnered from my personal and professional experiences have enabled me to recognize the importance of making data-driven decisions, prioritizing the customer's perspective in all strategies and decision-making processes, and considering problem-solving as the crucial element of growth. I possess exceptional strategic thinking abilities and strong business acumen, combined with a love for winning.

Nevertheless, I also understand the significance of fostering a supportive and encouraging team environment, which facilitates success.

I am proficient in various areas, including business development, marketing strategy, digital marketing, data analysis, performance marketing, content strategy, project management, and team development. I am constantly seeking opportunities to broaden my knowledge and enhance my skills in order to maintain a competitive edge. My primary focus is on producing visionary and high-quality decisions, and I relish the chance to engage with new individuals and learn from their diverse perspectives.

If you share an interest in emerging tech businesses, products, data, or marketing, I invite you to connect with me and engage in a thought-provoking conversation.

## Professional Skills

Business development | marketing strategy | digital marketing | data analysis | Performance marketing | content strategy | Team development | strategic planning | Portfolio strategy | Project management | Leadership

## Domain knowledge

Marketing and digital marketing | Management business administration | Business development | data analysis | Google marketing platform / Google ads | Google analytics | SQL | Big Query

## Experience



### Chief Executive Officer

Ounternet Digital Marketing Agency

Feb 2022 - Present (2 years 2 months)

I am excited to announce the launch of Ounternet's International branch, an innovative agency that leverages data-driven insights to deliver exceptional results for our clients. Our competitive advantage lies in our multilingual capabilities, with services offered in English, German, Turkish, Russian, Arabic,

and Farsi. This unique attribute allows us to unlock new opportunities and expand our reach, providing an unparalleled level of support to both our customers and allies.

With a strong focus on enterprise account management, I bring a wealth of experience in digital project management, marketing strategy, advertising, and Google Ads. I have honed my skills in leading cross-functional teams and have a proven track record of delivering results in a fast-paced and dynamic environment.

As an individual who is driven by the desire to deliver impactful and innovative solutions, I am eager to utilize my skills and expertise to contribute to the success of Ounternet's International branch. I am confident that my passion for digital marketing and commitment to excellence will enable me to make a positive impact on the agency's growth and success.

I invite you to connect with me and learn more about Ounternet's International branch, and the exciting opportunities that lie ahead.



## **Co-Founder | Partner | Chairman**

### **Ounternet marketing - FA**

Apr 2018 - Present (6 years)

As the CEO of a digital marketing agency, I leveraged my expertise in digital marketing, online advertising, e-commerce, and digital project management to develop the business from scratch using the bootstrap method. With my leadership and strategic thinking, I was able to work with over 200 companies and 15 industries, helping them increase their sales and revenue. I established a team, taught them best practices in digital marketing, and provided guidance to business owners to improve their online marketing channels. I also developed a comprehensive procedure for membership recruitment, engagement, and leadership development, and managed and motivated my team to carry out issue-based campaigns. Through my strategic campaign planning, I helped clients reach their local and state marketing goals, and consistently monitored and analyzed website traffic to implement better conversion rate optimization (CRO).

## **Business Partner**

### **ظروف چند وجهی کمند Kammand geo metric glass factory**

Apr 2018 - Jul 2021 (3 years 4 months)

As a business development and digital marketing expert, I successfully established a thriving e-commerce business in the digital world. My focus was on developing effective online marketing strategies, including online advertising and e-commerce, to drive growth and increase sales. I was able to establish strong B2B relationships, resulting in a 250% increase in sales in just one year. I implemented a comprehensive online marketing strategy, regularly monitoring performance and making necessary adjustments to achieve 120% growth for my online marketing team and a prominent search ranking for key industry keywords. By analyzing website traffic, I was able to segment the market, create personas, and optimize conversion rates. My management of a successful Google Ads campaign and quarter events digital campaign further demonstrates my expertise in online marketing, advertising, and e-commerce.

## **Co-Founder**

### **Gentlemanclub**

Sep 2015 - Jan 2019 (3 years 5 months)

As the owner of my first e-commerce store, I demonstrated my ability to identify high-demand accessories through Google trend analysis and successfully source reliable suppliers. I oversaw the import of goods from China and developed a comprehensive strategy for online sales channels, including Instagram and a company website. I also pursued wholesale opportunities on other platforms to increase revenue and managed all aspects of accounting and finance. I was responsible for creating engaging product content for website showcasing and product listings, executing effective website SEO, and monitoring performance on a daily basis. I designed and executed online advertising campaigns, measured their performance, and continuously optimized for improved results. This highlights my entrepreneurial spirit and skills in e-commerce, sourcing and import, and digital marketing.



## **Startup Manager - Business developer**

**Benis Flower**

Sep 2015 - Jan 2018 (2 years 5 months)

As a business developer and CEO, I demonstrated exceptional leadership in taking a startup from zero to a thriving company. I expertly crafted a digital marketing strategy and utilized my extensive knowledge of e-commerce, online advertising, SEO, and social media marketing to drive success. I was solely responsible for sourcing high-quality suppliers for preserved flowers from Ecuador for import to Iran and for assembling and leading a startup team to reach our business goals. I also created innovative strategies for online advertising and utilized my skills in SEO to achieve first-page ranking in SERP. I effectively managed all aspects of digital marketing, including the budget for Google Ads campaigns, and closely monitored our digital growth using tools like Google Analytics and Google Search Console. This allowed me to provide suggestions for improving ROI, which was achieved within just seven months. My ability to drive business growth, develop and execute successful digital marketing strategies, and effectively manage all executive responsibilities as CEO is a testament to my strong leadership and expertise in the field.

## **Real Estate Agent**

**Dadman Luxury Real-estate**

Feb 2014 - Jun 2015 (1 year 5 months)

As a Real Estate Agent, I excelled in communicating with clients to understand their needs and match them to suitable properties within their budget. I arranged appointments to showcase properties and effectively presented the benefits of each investment opportunity. I also negotiated and managed sales contracts, ensuring that all client questions were promptly answered. Through my negotiations with landlords, I was able to secure monopolies warranty, and I successfully influenced landlords to establish long-term contracts with our company for premium services. This demonstrated my strong communication, negotiation, and relationship-building skills.

## **Area sales manager / Wholesale merchant for restaurants**

**Shayan protein totar food company**

Jan 2013 - Feb 2014 (1 year 2 months)

As a Food Distributor for Restaurants, I played a key role in achieving the annual company sales goal. I re-structured my team and leveraged my knowledge of marketing communications to guide them through successful sales strategies. Through my leadership and daily monitoring of sales performance, I was able to increase local sales by 46% in a relatively short timeframe. This position provided me with invaluable experience in team management and helped me to further cultivate my marketing

communications skills. The experience has inspired me to pursue an MBA degree to enhance my expertise in marketing communications.

### **( Merchant & distribution ) / Wholesale merchant in food products**

#### **Totar food company**

Jan 2011 - Jan 2013 (2 years 1 month)

My significant role is to strive to build long-term client relationships that will lead the company to long-lasting sales, manage local distribution offices by states, and create reports for the head of the department.

Behind improving myself in this role, the manager attaches some more responsibility such as meeting face to face with country principal sales offices and managers of companies across the country to find our concerns and offer them a proposal to enhance sales.

My accomplishments inspire CEO and company committee to improve my title and responsibility as an area sales manager.

### **Wholesale merchant in meat products**

#### **Parseh food company**

Jun 2011 - Dec 2011 (7 months)

As a dedicated professional, I joined my family's wholesale meat products business and leveraged my network to make a significant impact on the company's growth. Through my efforts, I was able to increase company sales by 10% within just a few months. My expertise in web development, digital media, and email marketing also played a crucial role in this success. However, due to personal beliefs as a supporter of animal rights, I made the decision to leave the company and pursue other opportunities in these fields.

This experience provided me with valuable insights into the sales and marketing aspects of the food industry, as well as web development, digital media, and email marketing. I am confident in my ability to bring my skills and expertise to any organization in these fields and am always seeking new challenges and opportunities for growth. I am committed to making a positive impact in all my professional endeavors and using my skills to drive success for my clients and employers.

### **Director Marketing Merchandising**

#### **Dingo pasta factory**

Mar 2010 - May 2011 (1 year 3 months)

As a highly motivated and results-driven B2B sales professional, I have a talent for identifying the right prospects that align with my company's marketing strategy and successfully reaching out to set meetings and pitch our unique competitive advantage. My expertise in B2B sales, combined with my exceptional negotiation skills, allows me to effectively communicate the value of our reliable supply chain and punctual delivery.

In my role as a young B2B merchandiser, I also made significant contributions to the industry by expanding my network and building relationships with food industry experts across the country. This experience further developed my sales pitch and negotiation abilities, and I am proud to have established myself as a knowledgeable and capable professional in the field.

I am dedicated to continuously improving my skills and expanding my knowledge, and I am confident in my ability to bring success to any organization in the B2B sales space.

### **Departement store sales assistant**

Ecovitta ( Home application )

Jan 2009 - Feb 2010 (1 year 2 months)

I began my career as a Sales Assistant and quickly honed my skills in direct selling and communication. My ability to effectively showcase products with a compelling pitch and build trust with consumers led to my rapid advancement within the company. Within one year, I was promoted to the role of Whole Seller Agent for the Eastern states of the country.

This professional development demonstrates my unwavering commitment to personal and professional growth, as well as my exceptional interpersonal and communication skills. My drive to succeed and passion for sales and marketing continues to inspire me to seek out new opportunities for learning and advancement in these fields.

## **Education**



### **Shahid Beheshti University**

Course, Digital marketing

2017 - 2017

### **digital marketing dma**

EMBA, digital marketing management

2016 - 2017

A digital marketing management full course.



### **Shahid Beheshti University**

Master of Business Administration (MBA), Organizational Leadership

2015 - 2016

### **Pars afzar**

High School Diploma, Computer Software Engineering

2008 - 2011



### **İstanbul Nişantaşı Üniversitesi**

Bachelor of Engineering - BE, Computer Software Engineering

Apr 2022 - Present

## **Licenses & Certifications**



**Tips for Working Remotely** - LinkedIn



**keyword research** - Semrush

Issued Jan 2020 - Expires Jan 2020



**Seo fundamentals** - Semrush

Issued Mar 2020 - Expires Apr 2020



**World marketing summit 2020** - eWMS 2020 - A Big Bang by Kotler & Partners

0xbBD61fe767b645048676d71056932C024d321a08



**Google analytics** - Google

Issued Aug 2019 - Expires Aug 2023



**Google Data Analytics Professional Certificate** - Google



**Learning LinkedIn Sales Navigator** - LinkedIn



**Learning LinkedIn Sales Navigator** - LinkedIn



**Digital marketing landscape** - Meta



**From business goals to ad objectives** - Meta



**Ads manager basics** - Meta



**Learn the Command Line Course** - Codecademy

## **Skills**

Meta ad • Facebook Ads • Facebook Ads Manager • Enterprise Account Management • Digital Project Management • C (Programming Language) • Marketing Strategy • Advertising • Google Ads • Successful Negotiation