Hi, I'm Sama

(MohammadSadegh Zare)

DIGITAL MARKETER,
IT TEAM MANAGER
& WEBSITE DESIGNER

CONTACTS

📞 +421950712504 (WhatsApp & Telegram)

✉️ contact@websama.site

💻 https://websama.site/

in https://www.linkedin.com/in/websama/

📍 Bratislava, Slovakia

🈂️ English (Fluent), Persian (Native)

🎓 Bachelor of English Translation from Chabahar Maritime University (2009 - 2013)

SKILLS

- WordPress Website Designing
- SEO Strategy Development, and Optimization
- IT Team Management and Training
- Business Automation
- Online Business Consultation
- Digital Marketing Coaching

SOFTWARE AND APPS

- WordPress and Its Plugins
- Adobe Designing Tools
- Microsoft Office Suite
- Google Work Space and Services
- SEO and Web Analytics Platforms
- Email Marketing Platforms
- Project Management Tools
- Lead Generation Tools
- Learning Management Systems (LMS)
- Virtual Collaboration Tools
- Online Advertising Platforms
- Communication Tools
- Marketing Automation Platforms

PROFILE

Results-driven and innovative Digital Solution Partner with over 12 years of hands-on experience in the digital and IT industry. Proven expertise in designing and implementing impactful digital solutions across diverse sectors, including education, consulting, and e-learning. Adept at leading cross-functional teams and collaborating effectively with internal and external stakeholders. Demonstrates a commitment to remaining abreast of the latest digital transformation trends, contributing to organizational success through strategic technology implementation.

IT & MARKETING TEAM MANAGEMENT

⚠️ Throughout my career, I managed teams concurrently in multiple businesses through freelance and contractual engagements, without direct employment.

EDUSlovakia Immigration Institute   2021 - 2024

Field of Activity: EduSlovakia is an immigration agency specializing in facilitating the enrollment of international students in Slovakian universities. My involvement commenced with a request from the founder to revamp the website and enhance its SEO. This collaboration evolved into the establishment of an online team, overseeing comprehensive IT procedures

My Roles: IT & Marketing Management, website management, Market Analysis, Strategy Development, business automation, client onboarding.

Aegean (Turkey) and Iran Cooperation Association   2022 - 2023

Field of Activity: Serving as a pivotal conduit, this association facilitates connections between Iranian and Turkish enterprises. During my collaborative efforts in Turkey, I partnered with the manager to enhance the association's IT infrastructure and streamline communication with international corporations.

My Roles: IT Team Management, B2B Communications, Market Research and Analysis, Business Automation.

GSS (Gardeshgaran Sarv Shiraz) Academy   2018 - 2020

Field of Activity: GSS academy is a leading brand in tourism education with 12 different departments in Shiraz/Iran. I started the IT team, managed it for about 3 years, and thought the principles of branding, digital marketing, and CRM to the employees.

My Roles: Consultation and Assisting the Manager, Team Management, Training, LMS Management, Business Automation, Marketing & Branding.

MarvdashtShenasi Institute   2016 - 2021

Field of Activity: The MarvdashtShenasi Cultural Studies Institute in Fars province, Iran, is a research-oriented institution dedicated to advancing cultural and economic activities in Marvdasht county. It organizes festivals, conducts research, publishes books, provides training, promotes entrepreneurship, and collaborates on job creation. I collaborated with the founder from its inception and development.

My Roles: PR & Marketing Management, Research and Analysis Event Holding, IT Management, Business Automation, Strategy Development.

SAMA - MOHAMMADSADEGH ZARE

DIGITAL MARKETER, IT TEAM MANAGER & WEBSITE DESIGNER

In-Depth Professional Profile

COOPERATION WITH GSS (GARDESHGARAN SARV SHIRAZ) ACADEMY

GSS academy is a leading brand in tourism education with 12 different departments in Shiraz/Iran. I started the IT team, managed it for about 3 years, and thought the principles of branding, digital marketing, and CRM to the employees.

Main Responsibilities:

- Development and oversight of marketing automation tools. Establishment and oversight of the Learning Management System (LMS) for the Academy.
- Procurement, Installation, and Management of an IT team comprising 7 professionals, including 2 programmers, a graphic designer, a video creator, a security manager, a technical manager, and a website manager for the Academy.
- Training department managers on system management, utilization of online tools, Microsoft Office proficiency, content creation for departmental website sections, and effective management of department-related social media accounts.
- Implementation of automation in academy classes and integration of augmented reality in tourism courses to enhance student learning experiences.
- Design and supervision of the academy's website, overseeing its enhancements and management.
- Development and supervision of the Customer Relationship Management (CRM) system.
- Formulation and execution of IT strategies aligned with organizational goals. Evaluation of emerging technologies and their potential impact on business operations.
- Creation, management, and monitoring of the IT budget for resource-efficient allocation.
- Weekly training sessions for academy staff.
- Contribution to defining marketing and development strategies.
- Provision of business and marketing tools for startups, restaurants, and coffee shops established with the assistance of the "Equipment and Installation" department.
- Safeguarding organization data and information assets against security threats.
- Selection and management of third-party vendors, service providers, and technology suppliers.
- Negotiation of contracts and service-level agreements (SLAs).
- Assessment of hardware, software, and cloud service suitability, making recommendations for technology upgrades or replacements.
- Provision of technical support to end-users and resolution of IT-related issues.
- Communication of IT initiatives, progress reports, project status, and key metrics to academy management and stakeholders.
- Streamlining processes and reducing paperwork through automation.
- Conducting meetings with academy teachers to train them on system use, application of academy branding, and personal branding.
- Collaboration with other departments and managers to understand technology needs and align IT solutions with business goals.
- Marketing research, development, and implementation of strategies to promote academy programs and services.
- Provision of technical support for academy conferences and events.
- Assistance to the manager in defining the marketing budget.
- Planning and execution of advertising campaigns through various channels, including digital, print, and social media.
- Development of copywriting and content strategies for ads, social media, and the website.
- Engagement with influencers to promote advertising initiatives.

SAMA - MOHAMMADSADEGH ZARE

DIGITAL MARKETER, IT TEAM MANAGER & WEBSITE DESIGNER

In-Depth Professional Profile

THE TOOLS AND APPS I MOSTLY USE

The tools listed below represent a selection of the key resources I leverage in my digital marketing and IT projects. This is not an exhaustive list, as the choice of tools is tailored to each project's unique requirements. The versatility of these tools ensures adaptability and effective solutions, with the possibility of incorporating additional resources based on project specifics.

WordPress and the Plugins Including:

Builders:
- Elementor
- Gutenberg
- GenerateBlocks
- Kadence Blocks
- Slider Revolution
- Smart Slider
- bbPress
- BuddyPress
- MemberPress
- Beaver Builder
- Divi Builder
- Visual Composer

Dynamic:
- JetEngine
- Advanced Custom Fields
- JetSmartFilters
- Dynamic.ooo
- JetWooBuilder
- WooLentor
- Pods
- Custom Post Type UI (CPT UI)
- Toolset Types

Speed & Security:
- Wordfence
- WP Rocket
- Updraft
- WP Smush
- Securi
- iThemes Security
- Imagify
- Asset CleanUp

Multilingualization:
- WPML
- TranslatePress
- Polylang
- Loco Translate

Booking:
- JetBooking
- JetAppointment
- Bookly
- Amelia

eCommerce:
- WooCommerce
- SureCart
- Easy Digital Downloads
- CartFlows
- WPFunnels
- AffiliateWP
- YITH WooCommerce Tools

SEO:
- Yoast SEO
- All in One SEO
- RankMath
- SEOPress

Forms:
- WPForms
- GravityForms
- Ninja Forms

LMSs:
- LifterLMS
- Tutor LMS
- LearnDash
- LearnPress

Some of the Digital Marketing and Productivity Tools I Use:

Microsoft Office:
- Word
- PowerPoint
- Excell
- Access
- OneNote
- Teams
- SharePoint

Hostings:
- BlueHost
- GoDaddy
- WP Engine
- Hostinger
- SiteGround
- Cloudways
- DigitalOcean

SEO:
- Google SEO Tools
- SEMrush
- Moz
- Ahrefs
- Screaming Frog
- Ubersuggest
- SpyFu

Email Marketing:
- Mailchimp
- HubSpot
- MailerLite
- ActiveCampaign
- ConvertKit
- GetResponse
- Sendinblue

Design and Video:
- Adobe Photoshop
- Canva
- Camtasia
- InVideo
- RenderForest
- Doodly
- Photopea

Google:
- Docs
- Sheets
- Slides
- Analytics
- Ads
- Trends
- Search Console

- Drive
- Cloud Platform
- Forms
- Calendar
- Insights
- Analytics
- AdSense

- Tag Manager
- My Business
- Contacts
- Meet
- Sites
- Keep
- Alerts

Other Tools:
- Trello
- Asana
- Monday
- ClickUp
- ChatGPT
- Notion
- Anydo

- Zoom
- Figma
- Zapier
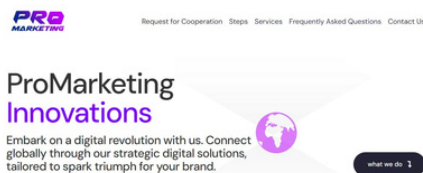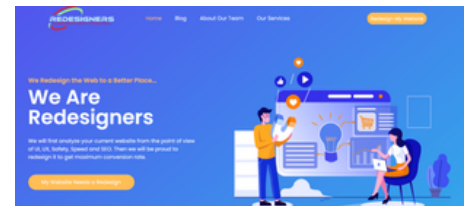- Grammarly
- Calendly
- Instapage
- Slack

- And Alot More...

WEBDESIGN PORTFOLIO

My Own Websites/Businesses:

ProMarketing Innovations
Digital Agency
https://promarketing.sk/
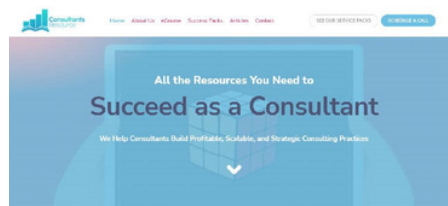
Consultants Resource
Digital Agency
https://consultantsresource.com/

Redesigners'
Team Website
https://redesigners.site/

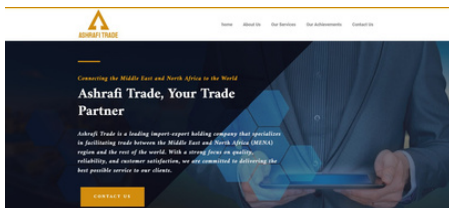**Designed Websites for Clients:**

Sports Club Advisors
https://www.sportsclubadvisors.net/
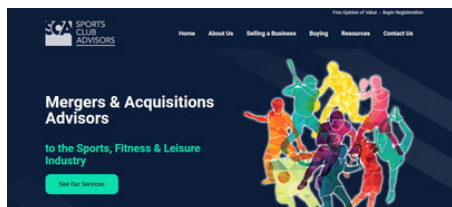
EXIT-PRO Coaching Website
https://exit-pro.com/
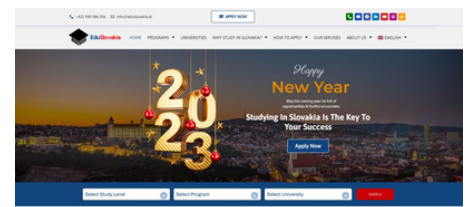
EduSlovakia
http://eduslovakia.sk/

Persian EduSlovakia
http://eduslovakia.ir/

The Vegan Varsity
https://theveganvarsity.com/

ITCE eCommerce
https://itce.co.uk/
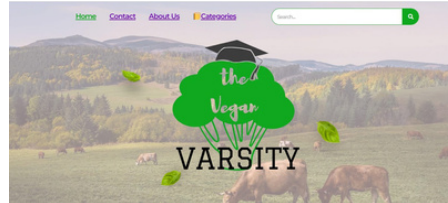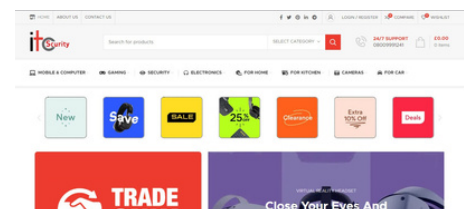
MarvdashtShenasi Institute
https://marvdashtshenasi.ir/
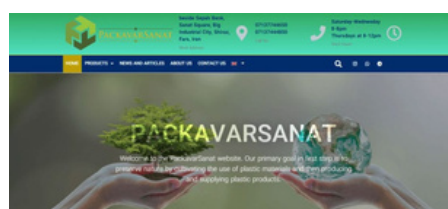
PackavarSanat Industrial Website
https://www.packavarsanat.com/en

SabzParvaz Travel Agency
https://sabzparvaz.com/

WEBDESIGN PORTFOLIO

Other Designed Websites for Clients:

Ashrafi Trade Website
https://ashrafitrade.com/
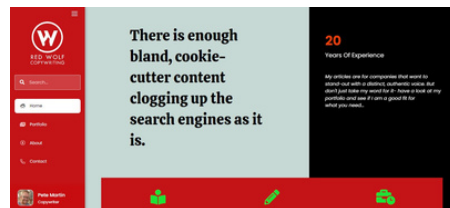
Red Wolf CopyWriting
https://redwolfcopywriting.com/

The Tutor Resource
https://thetutorresource.com/

InspireMind Academy
https://www.inspiremindacademy.com/
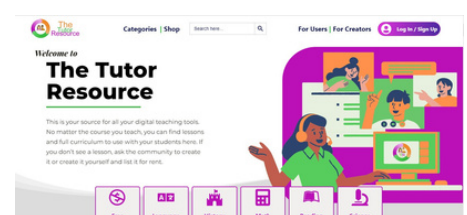
ZaraCars
https://www.zaracars.org/
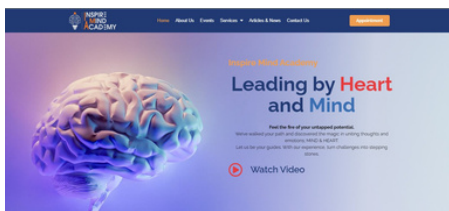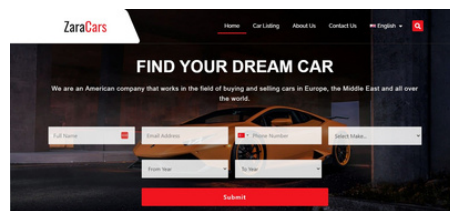
RoseLife
http://roselife.com.tr/
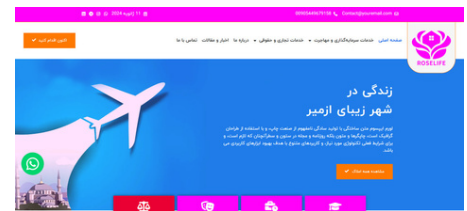
Some of My Sample Designs:

Restaurant Guru
https://consultantsresource.com/second/

Mortgage Agent
https://websama.site/mortgage/

Financial Coach
https://websama.site/agent/
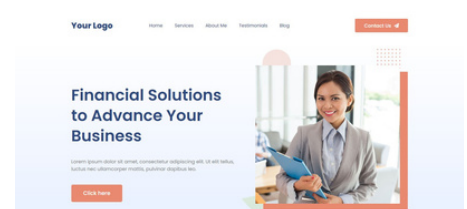
Fastest Way to Learn Marketing
https://websama.site/marketing/
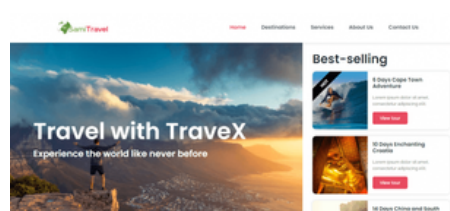
Travel Website
https://websama.site/travel/

Tourism Agency
https://websama.site/tour/

REFERENCES

Name: Rich Jackim
Country: The United States
Company: EXIT-PRO
Website: Exit-pro.com
Email Address: r.jackim@gmail.com
Phone Number: +1 847-682-4997

Name: Pete Martin
Country: London
Company: The Vegan Varsity
Website: TheVeganVarsity.com
Email Address: Pete@theveganvarsity.com
Phone Number: +44 784-908-7215

Name: Javad Keshtkar
Country: Slovakia
Company: EduSlovakia
Website: Eduslovakia.sk
Email Address: jjkeshtkar@gmail.com
Phone Number: +42 194-404-4920

Name: Siamak (Mike) Haghparast
Country: The United States
Company: ZaraCars
Website: ZaraCars.org
Email Address: Siamak@zaracars.org
Phone Number: +1 469-744-6430

Name: David Cole
Country: Costa Rica
Company: The Tutor Resource
Website: TheTutorResource.com
Email Address: i.am.dcole@gmail.com
Phone Number: +1 773-245-3283

Name: Rasul Golmohammadi
Country: Turkey
Company: Marka-Plus
Website: Marka-Plus.com
Email Address: info@marka-plus.com
Phone Number: +90 555-759-5832

Name: Mihtat Aria
Country: Turkey
Company: Aegean (Turkey) and Iran Cooperation
Association
Website: ebiid.org.tr
Email Address: info@ebiid.org.tr
Phone Number: +90 541-443-5844

Name: Dr. Reza Zare
Country: Iran
Company: MarvdashtShenasi Institute
Website: Marvdashtshenasi.ir
Email Address: rezafarogh1400@gmail.com
Phone Number: +98 917-313-4147

Name: Azim Sabzi
Country: Iran
Company: SabzParvaz Tourism Agency
Website: sabzparvaz.com
Email Address: sabzparvaz@gmail.com
Phone Number: +98 938-244-1827

Name: Dr. Mohammad Yazdanpanah
Country: Iran
Company: Co-founder of Gardeshgaran Holding
Website: gsarv.com
Email Address: yazdanpanah747@yahoo.com
Phone Number: +98 917-111-8404