



Manouchehr Mirzapour

21 January 1986

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My Story

I am a **Senior Digital Marketing Specialist, Web Designer & SEO Expert**. I bring curiosity, empathy and insight to the table to help solve strategic challenges. Listening to clients and translating their needs into possible solutions is my mission. I love feedback's and I believe that feedback goes both ways. I'm good at giving it, and I'm good at taking it. I like to solve problems with a 'how,' not an 'if.' I consider the user's voice, the client's targets, and the team's needs, all at once. I base my perspective on insight and research (qualitative and yes, you guessed it, quantitative). I'm a leader, But it's not about giving orders. Leadership isn't about telling other people what to do. I lead by listening and by example. I have strong opinions. I'm not afraid to express them. I'm also not afraid to change them, if they turn out to be wrong, which, let's be honest, can happen. Last but not least: I like people. I'm a thinker & I'm a digital-first. More or Less, That's the story, Yes! This is me...Someone like **U**

Focus Areas

Web Psychology
Web Design
Marketing Strategy
SEO
Branding
Landing Page Optimization
Social media strategy
UX & UI
Web content development
Copywriting
User engagement
Neuromarketing
Sustainability

Languages

Persian: Mother tongue
English: Full professional capacity
Spanish: Intermediate

Passions

Art
Literature
Psychology
Books
Writing

Skills

Digital Persuasion
Digital Behavior Analysis
Leadership
Online Persuasion
Consumer Relationship Management
Teamwork
Negotiation

Contact

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Linkedin (+15000 Followers)
[manouchehr-mirzapour](https://www.linkedin.com/company/manouchehr-mirzapour)

Work Experience

CEO & Designer

Neuro Marketer Geek | JAN 2019 - Present

- Designing Website & Landing Pages | Analysis of marketing trends | SEO | Branding | Social media strategy | Copywriting | Web content development
- Last Projects as **Business & Digital Marketing Consultant**: Basagan | Rokhad | Bia2home | Findow
 - Last projects as **Web Designer**: Neuromarketergeek | Welcomepersia | Tatvisa
 - Last Project as **SEO & Digital Marketing teacher**: Tehran Institute of Technology, 2019 & 2020

Self-employment - Digital marketing specialist & Travel expert

National Geographic | JAN 2017 - Present

- 2 projects with National Geographic
- First Project: The Secret History of the World's Priciest Spice
- Second Project: Iran's Centuries-Old Windmills May Soon Stop Turning

Chief Marketing Officer

Traveling Ideal (Travel company in Iran & Spain) | Mar 2016 - Oct 2017

- Examining consumer behavior | Writing marketing plans | Exploring new opportunities on international markets by attending Exhibitions

Inbound tours manager

Iran Itinerary | Mar 2014 - Mar 2016

Iran itineraries and tours Management

Teacher

English, Digital Marketing & SEO | Mar 2014 - Present

I was a teacher from when i was 20 to present. It was my part time job & honestly i love it more than any other job. My experience was in different institutions of Tehran, Iran, including the University of Tehran | Tehran Institute of Technology | Ulduz Tourism | Gooyesh institution | Qalam non profit school

Education

University of Tehran, Iran | Master's degree (MSc/MA) 2013 - 2015, Tourism Marketing
Allameh Tabataba'i University of Tehran, Iran | Bachelor (BSc/BA) 2004 - 2009 Social science
MIT (Massachusetts Institute of Technology), UNITED STATES OF AMERICA | Certificate in Becoming an Entrepreneur, 2017

Awards & Latest Articles:

- Rank 2 in Iran's University Entrance Master Exam
- What Is The Point Of The May 2020 Google Core Update?
- How Digital Marketing Can Help Businesses During Coronavirus
- 3 Reasons Why Users Hate Or Love A Website
- Corporate social responsibility and hotel performance: A view from Tehran, Iran | Tourism Management Perspectives Journal | Volume 29, January 2019, Pages 41-47