

Farahnaz Behgounia

fbehgounia@gmail.com | 510-684-6595 | San Francisco, CA | linkedin.com/in/Farahnaz-Behgounia

Summary

Seasoned Digital Marketing analyst with 9+ years experience in advertising campaign management, content strategy, and digital marketing, specializing in PPC, SEM, SEO and Email Marketing. Proficient in Google Ads, Bing Ads, Amazon Advertising Console, Facebook Ads Manager, Google Analytics, Tableau, Python, CMS tools, DocuMatix, Adobe Cloud, MS Excel, Content Development and Web trends Analysis. Proven success managing million-dollar budgets on Google and Bing, driving significant ROI across diverse industries. Expert in data visualization and analytics, with expertise in MicroStrategy and SAS to deliver insightful and actionable data visualizations that drive business decisions complemented by database management abilities with SQL Server. Skilled in Data science pipeline (cleansing, wrangling, visualization, modeling, interpretation) and Statistics, Time series, Experimental Design and Hypothesis testing.

Experience

Content Marketing Specialist

Monterra Credit Union

August 2024-Present

- Oversee all marketing channels, including SEM, SEO, and social media platforms, ensuring cohesive strategies that drive traffic, engagement, and conversions while aligning with Monterra Credit Union's strategic messaging and goals.
- Lead multiple marketing content mediums, including website, blogs, email, video, and online banking, ensuring diverse and engaging content tailored specifically to members' needs, preferences, and interests.
- Design clear, engaging, and user-centric content for mobile app interfaces to enhance the user-friendly experience.
- Develop and execute data-driven marketing strategies, optimizing keyword performance, bids, and audience segmentation across Google Ads, Display, and Paid Social channels, resulting in an 18% improvement in conversion rates and a 23% increase in lead generation for loan and membership offerings.
- Perform in-depth keyword research and implement data-driven SEO strategies to enhance content visibility, drive sustained organic traffic growth and improve search rankings. Optimize metadata, on-page content, and internal linking structures to maximize discoverability and user engagement.
- Manage CMS (Kentico, Knak, Hubspot) migrations for enterprise-level platforms, including planning, execution, and post-migration optimization for websites and blogs. Streamline the creation, editing, and publishing of digital content by organizing it with categories and metadata, leveraging customizable templates.
- Collaborate cross-functionally with data engineering, UX writers, PR and marketing teams to shape content strategies that adhere to established tone, voice, and broader communication frameworks, ensuring brand consistency.
- Lead end-to-end content creation processes, producing over 300 pieces of high-quality content per month (press releases, marketing materials, emails, etc.), contributing to 28% growth in lead generation, while maintaining a 100% on-time delivery rate in a fast-paced, high-growth of financial environment.
- Develop and manage content for MAL-originated and Marcom campaigns, overseeing the creative process from briefing to final delivery while ensuring alignment with brand voice and messaging.
- Measure KPIs against historical data, industry standards, or predefined targets to assess performance that are tied to revenue growth, customer acquisition and engagement. Break down data by channels, audience demographics, regions, time periods, or campaign types to identify performance patterns.

Search Engine Marketing Analyst

Buyerlink Inc.

September 2021-August 2024

- Led data-driven analysis of market trends, competitor strategies, and user behaviors, optimizing high-performing keywords and refining ad targeting strategies, resulting in a 48% increase in qualified leads within 6 months.
- Directed A/B testing of 300+ ad creatives, optimizing top-performing ads to achieve a 43% increase in Click-Through Rate (CTR) and a 36% increase in Conversion Rate. By reallocating budget to high-performing campaigns and reducing spend on underperforming ads, this strategy led to a 15% boost in ROI over 6 months, driving greater profitability and improved customer acquisition.
- Managed and optimized a \$1.5M quarterly SEM budget, ensuring efficient resource allocation and achieving a 38% reduction in non-converting ad spent.
- Collaborated with sales and product teams to align marketing strategies, leading to a 36% increase in customer acquisition. By identifying and addressing key customer pain points, and refining messaging around critical product features, we enhanced customer engagement and satisfaction, driving increase for 34% in conversion rates.
- Managed social paid search across Meta, TikTok, Instagram by engaging content tailored to each platform. Developed and executed data-driven social media campaigns leading to a 52% increase in followers and a 47% rise in engagement on Meta. By leveraging audience insights and optimizing content strategy, I significantly boosted brand visibility and user interaction, contributing to a 38% increase in website traffic and a 24% improvement in lead generation.

- Utilized Performance Max campaigns to strategically deploy text, image, and video assets, creating highly relevant and engaging ads that resulted in a 35% increase in audience engagement and a 23% uplift in conversions within key in-market segments.
- Enhanced targeting precision by implementing geo-targeting, audience segmentation, and dynamic bidding adjustments for the highest-performing opportunities, ultimately driving a 20% raise in ROAS.
- Executed tailored marketing campaigns for both B2B and B2C segments, resulting in a 21% increase in lead generation for B2B and a 33% boost in sales conversion rates for B2C through customized strategies aligned with audience behaviors and needs.
- Developed and implemented a predictive bidding tool that analyzed historical Google Ads data, RPL, and CPL over a 30-day period to generate optimal bid suggestions. This tool improved bid accuracy by 25%.

Data Analyst, AI

Tarragon Software Solutions

September 2020 – December 2021

- Transformed basic websites into interactive sites that improved customer experience and increased sales by 32% and 40% improvement in user engagement. Leveraged data analysis and data visualization tools like Tableau and Power BI to track performance and enhance site responsiveness.
- Created SEO-optimized content strategies, improving organic search visibility and user engagement.
- Integrated NLP technologies to streamline customer service operations and enhance search functionalities on websites. Achieved a 52% reduction in customer query response time and improved customer satisfaction scores by 27% using SQL and Python for efficient data mining and data cleaning
- Developed and deployed predictive analytics models, driving a 20% lift in marketing campaign ROI through precise customer segmentation and targeted strategies.
- Built scalable machine learning models with Python, R, and SQL to optimize workflows and automate critical business processes, enhancing operational efficiency.

Education

Master of Science in Business Analytics

January 2019 - December 2021

Golden Gate University, San Francisco, CA,

Relevant Coursework: Marketing, Machine Learning, Data Science Statistics, Probability & Discrete Mathematic

Bachelor of Science in Pure Mathematics

September 2009-Janaury 2014

Iran University of Science & Technology, Tehran, Iran

Leadership & Communications

Assistant Professor in Analytics Programming Language R & Python

October 2020 - September 2021

Golden Gate University, San Francisco, CA

- Guided students through the execution of AI projects with Python and R, emphasizing creativity, strategic thinking, and technical proficiency. This collaborative environment nurtured a culture of innovation, encouraging students to explore ambitious AI concepts and apply them in practical scenarios.
- Excelled in problem-solving and critical thinking, assisting students in overcoming project challenges. Cultivated an environment where students learned to apply AI technologies to solve real-world problems, enhancing their analytical skills.

Vice President of Marketing & Communication at Student Government Association

October 2020 - September 2021

Golden Gate University, San Francisco, CA

- Ensure updates to the student body of university news.
- Publicize to all students, the SGA, Student Life and other GGU-sponsored workshops and expositions.
- Provide effective operation of editorial and design services, web strategy and development.

Publication

- Farahnaz Behgounia & Bahman Zohuri, "Machine Learning Driven and E-Commerce", International Journal of Computer Science and Information Security (IJCSIS), Volume 18 No.10
- Bahman Zohuri & Farahnaz Behgounia & Ziba Zibandeh Nezam, "Artificial Intelligence Integration with Nuclear Power Plants", Journal of Energy and Power Engineering, Volume 14 No. 5
- Farahnaz Behgounia & Bahman Zohuri, "Artificial Intelligence Integration with Nanotechnology", Open Access Journal of Biogeneric Science and Research, Volume 6, No. 3
- Bahman Zohuri, Farahnaz Behgounia, Ziba Zibandeh Nezam and Masoud J Moghaddam, "Memory Metals or Shaping Alloys", Modern Approaches on Material Science, Volume 3, Issue 4