

Armin Parvin

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A technology-learnaholic web content writer with 5+ years of writing SEO-optimized articles and blog posts. Proven track record of more than **20%** and **12.7%** increase in email open rates and CTRs and getting articles ranked on the first page of Google (especially as **featured snippets** and **first ranks**) with an average time on page of more than **6 minutes**. You can find the articles at this link: <https://heylink.me/4rminp4rvin/>

EXPERIENCE

Senior Technical Content Specialist

Nov 2022 - Present

RedCoNet, Dubai, UAE

RedCoNet LLC. is the first crowd-powered modern managed security solution provider (MSSP) to address cyber world issues including skill and talent gaps, cybersecurity complexity, and the lack of centralized security solutions. As a crowdsourced offensive platform, it quickly struck agreements for solutions like BugBounty and Continuous Penetration Testing, with well-known businesses and governmental organizations. Furthermore, RedCoNet LLC. strengthened its defensive side, exploring solutions like Threat Detection and Incident Response. Using state-of-the-art technologies and innovation, RedCoNet LLC. strives to protect businesses and governmental organizations against advanced threats and targeted attacks by providing fully managed security solutions in a centralized brain.

- Writing explicit and engaging content for the blog that reflects the company's voice.
- Creating content for the website's main pages, including service pages and other landing pages.
- Writing, proofreading, editing, and enriching clear, attractive copies with a distinct voice.
- Developing copies for social media that resonates with the audience.
- Revising copies based on technical feedback.
- Writing datasheets and whitepapers related to the company's services and solutions.
- Collaborating with the marketing, PR, and design teams to brainstorm and develop a variety of marketing materials.
- Conducting high-quality research and interviews.

Technical Writer

Apr 2022 - Sep 2022

Cloudzy, USA

Cloudzy is a software company that helps businesses operate in the cloud. Its IaaS and SaaS offerings support thousands of businesses around the globe. They also provide their main clients and partner companies with dedicated teams of elite experts to develop unique, innovative solutions creatively tailored to their demands.

- Wrote engaging blog posts about cloud services, virtual private servers, and technology in general.
- Got my articles ranked as **featured snippets** and **first ranks** and achieved an average time on page of **6 minutes**.
- Worked closely with the IT team and got acquainted with the subtleties of programming, DevOps, Cloud services, etc.

Email Marketing Manager

Jan 2022 - Apr 2022

WatchThemLive, Toronto, Ontario, Canada

- Responsible for the entire email marketing process - including content writing, copywriting, designing, coding (providing customized HTML emails for better deliverability), and deploying campaigns through ActiveCampaign.
- Designed and executed lifecycle and nurturing campaigns through email automation – from customer onboarding to retention and reengagement.
- Provided an effective plan for list management and clean-up, email campaign project management, and subject line testing.

- Optimized email performance through planning and executing A/B tests with targeted customer segmentation and dynamic content.
- Analyzed and escalated email open rates and CTRs based on the insights gained from ActiveCampaign and Google Analytics.
- Managed, analyzed, and reported KPIs using the gathered data to influence email marketing performance and increase ROI.
- Made sales through emails using negotiations and sales tactics and strategies.
- Worked closely with the IT team to set goals and events to be able to fully gather, track, and analyze data.
- Worked closely with the marketing and content teams to plan, strategize, and execute consistent marketing assets on all platforms and to make sure everything was in line.

Campaign Manager

Dec 2021 - Mar 2022

WatchThemLive, Toronto, Ontario, Canada

- Responsible for managing the team and running marketing campaigns for events, seasonal holidays, and package launches.
- Created highly converting landing pages.
- Scheduled social media posts.
- Created and tracked UTMs for more thorough analyses and improvements in planning for the upcoming campaigns.
- Responsible for the pop-ups across the site and app and blog post banners, their copy, and CTA.
- In charge of developing promotional strategies to drive sales, goals, and growth.
- Drove traffic through multiple channels, including influencer marketing, SaaS discount listings, organic reach, and email marketing.

Content Editor

Oct 2021 - Dec 2021

WatchThemLive, Toronto, Ontario, Canada

- Edited articles and blog posts written by the content team, received guest blog posts, and sent guest blog posts in terms of grammar, cohesion, unity, efficiency, CTA placement, and copy.

Blog Contributor

Sep 2021 - Dec 2021

HooThemes, Toronto, Ontario, Canada

HooThemes is a high-traffic website. It started as a place for WordPress themes and plugins to help businesses create fantastic websites, generate revenue, drive sales, and grow. It continued to become a hub for digital marketing enthusiasts.

- Contributed engaging blog posts about digital marketing, UX, and technology.
- Updated previously written articles to drive more traffic and gain more conversions.

Web Content Writer

Sep 2021 - Nov 2021

WatchThemLive, Toronto, Ontario, Canada

WatchThemLive is a web application that helps web platforms increase their conversions by giving them a deeper understanding of what their users go through when using the product to deliver a better user experience.

- Wrote engaging blog posts about digital marketing, UX, and technology.
- Updated previously written articles to drive more traffic and gain more conversions.
- Took part in digital marketing tasks, such as email marketing, website redesign, and running marketing campaigns.

English Language Instructor

Jun 2018 - Sep 2018

Lingemy

Lingemy is an innovative online language academy where it intends to make language learning as practical and accessible as possible.

- Taught English to hundreds of learners on this online platform.
- Corrected learners' speaking, writing, and grammar errors.
- Gave detailed feedback to learners on their essays.

Ghost Writer

Aug 2015 - Oct 2022

Freelance

- Wrote engaging blog posts for different companies, clients, and employers about many different topics.

Web Content Writer

Aug 2015 - Oct 2022

Freelance

- Wrote engaging blog posts for different companies, clients, and employers about many different topics.

IELTS Instructor

Aug 2015 - Jan 2021

Freelance

- Tutored many students in IELTS skills and helped them get the scores they were after.

English Language Instructor

Feb 2012 - Nov 2021

Freelance

- Taught English as a second language in many institutes and tutored many students.

EDUCATION

Bachelor of Arts (B.A.) - English Language and Literature Aug 2017 - Aug 2021
Kharazmi University

High School Diploma - Mathematics Aug 2011 - Aug 2015
National Organization for Development of Exceptional Talents (Sampad)

Languages

English: Native or bilingual proficiency

Farsi: Native or bilingual proficiency

French: Elementary proficiency

SKILLS

Digital Marketing: SEO (Search Engine Optimization), Content Writing, Technical Writing, Content SEO, Content Editing, Copywriting, WordPress, Campaign Management, Email Marketing, Research

Tools: Google Docs, Google Sheets, Photoshop, Canva, ActiveCampaign

Programming: HTML, CSS, JavaScript, Python, Linux, Bash

Soft Skills: Team Management, Problem Solving

Hobbies

Playing Flamenco, Classical, Blues, and Jazz Guitar

Reading Literature and Philosophy

Playing Computer Games

Watching TV Series