

DANIAL PARSA

Full-Stack Digital Marketing Specialist

☎ (+358) 040 370 4607

✉ contact@danielparsa.com

🌐 https://danielparsa.com/

📍 Helsinki, Finland



EDUCATION

M.Sc.

Business and Technology | 2016-2020

Tampere University (Tampereen yliopisto)

Finland

Minor OF

Software Eng. and Dev. (30 Credits)

University of Turku (Turun yliopisto)

Finland

Bachelor OF

Industrial Engineering | 2006-2011

FUM

Iran

EXPERTISE

Inbound & Outbound Marketing

International Sales

Front End Development

Back End Development

UX & UI

Video & Animation

Pricing & Cost Management

Market & Competitor Research

Analytical Skills

Professional Summary

With nearly 5 years in digital marketing, I have created effective campaigns for digital products and components for B2B and B2C clients across various industries, companies, and startups. My skills in marketing, programming, and graphic design enable me to deliver *end-to-end campaigns* with strategic and technical precision, providing practical, impactful solutions that drive business results.

WORK EXPERIENCE

01

Digital Marketing Specialist | Aug 2021-PRE

CoreHW | Helsinki, Finland (hybrid)

- Supporting inbound and outbound B2B sales efforts.
- Preparing for global events (US, Germany, Spain, Japan).
- Developing front-end and back-end web solutions.
- Managing SEO, Google Ads, and online visibility.
- Handling SMM and creating technical content.
- Conducting customer surveys for insights and improvements.

02

Digital Marketing Intern | Dec 2019-Jun 2021

Oppia.com | USA (remote)

- Focused on social media marketing, paid ads, and SEO.
- Developed and implemented effective marketing strategies to:
 - Drive targeted traffic
 - Increase brand awareness
 - Develop new B2C markets

03

Market Researcher (intern) | Sep 2019-Oct 2019

Nanofoot Finland Oy | Tampere, Finland

- Conduct in-depth research and analysis of laser market trends, competitors, and customer needs.
- Assist in gathering and interpreting data to support market entry and growth strategies.
- Create reports and presentations on key findings to guide product development and sales.

Toolbox

SEO & SEM & SMM

Adobe Ai / Ps / Id / Pr Pro / Ae

Web Development: Front-end

Web Development: Back-end

Agile & Scrum

Tableau/G.ADS/GA4/GTags/Looker Studio

CMS

Project Management Tools

CERTIFICATES

AWS Cloud Practitioner Essentials

Amazon Web Services (AWS)

Dec 2024

Sales Training: Building Your Sales Career

HubSpot Academy

Dec 2024

Programming Foundations with JavaScript, HTML and CSS

Duke University

May 2024

Introduction to Google SEO

University of California

2024

Introduction to DevOps

IBM

2024

APIs

Meta

2023

Introduction to Agile Development and Scrum

IBM

2023

Introduction to Data Studio

Google Digital Academy

2022

WORK EXPERIENCE

04

Product Manager (intern) | Jan 2019-Mar 2019

DPS (*digitalproductschool.io*) | Munich, Germany

As a Product Manager for a project involving Mercedes-Benz Group and Munich public transportation (MVV), my tasks included digital marketing, implementing agile product development, and conducting user research. I also collaborated with cross-functional teams, created prototypes, prioritized opportunities, and pitched progress and products to stakeholders.

05

Thesis Worker | Apr 2018-Jan 2019

Tampere University | Tampere, Finland

As a thesis worker, my research focused on concepts such as supply network efficiency, information sharing in the supply chain, customer-supplier relationships, product cost-structure transparency, should cost analysis, and open book accounting. I conducted in-depth analysis and research to contribute to the understanding of these areas in the context of my thesis project.

<https://trepo.tuni.fi/handle/123456789/27082>

06

Product Manager | Jan 2018-Mar 2018

Demola.net | Tampere, Finland

As a product manager utilizing agile methodologies, we leveraged sales and market data analytics to make data-driven predictions. We applied agile principles to analyze and interpret sales and market data, allowing us to make informed decisions and predictions to drive product strategy, customer engagement, and business growth.

07

Digital Marketing Specialist | 2015-2016

Tarjomano.com | Tehran

- Promoted an education startup to B2C and B2B markets through targeted SEO, social media strategies, and paid advertising.
- Developed and executed content marketing plans to boost brand visibility and engagement.

References

References available upon request.

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DATE

Dec, 2024

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Portfolio

WEB Development

- 01 www.corehw.com
- 02 www.danialparsa.com
- 03 www.finnishhub.com (In Progress)

Video Creation

- 01 A day in the life of a design engineer
- 02 A day in the life of an RTL engineer
- 03 Technology video 1
- 04 Technology video 2

Technical Content Creation

- 01 LinkedIn content example
- 02 Technical interview on Microwave Journal
- 03 Technical content creation

Photography

- 01 Pexels Portfolio

Global Events Coordination

- 01 Embedded World, Nürnberg
- 02 Electronica, Messe München
- 03 Smart Factory, Tokyo