Shabnam Jafari
Digital Marketing Manage | Rancho Santa Margarita, CA | 530-407-8420 |
itmjafari@gmail.com | https://www.linkedin.com/in/shabnam-jafari-dgm/

PROFESSIONAL SUMMARY

Digital marketing leader with 11+ years of experience driving B2B and B2C growth through paid media, demand generation, SEO, AEO/GEO, and marketing analytics. Certified Agentic GTM Practitioner with expertise in AI-driven go-to-market strategy, marketing automation, and data-informed optimization. Skilled in GA4 and Adobe Analytics to measure performance, improve ROAS, and reduce CPA.

Core Competencies:

- ✓ Paid Media Performance (Google, Meta, Microsoft)
- ✓ Revenue & ROAS Optimization
- ✓ Campaign Analysis & Budget Efficiency
- ✓ GA4 & Adobe Analytics Reporting
- ✓ Conversion Rate Optimization (CRO)
- ✓ SEO Performance Support
- ✓ A/B Testing & Audience Segmentation
- ✓ eCommerce, B2B Lead Generation & ABM Professional

TOOLS & TECHNOLOGIES

Paid Media: Google Ads, Meta Ads, Microsoft Ads, LinkedIn Ads

Analytics: GA4, Adobe Analytics, GTM, Looker Studio, Power BI

SEO: SEMrush, Google Search Console, On-Page Optimization, AEO & GEO

Lifecycle: Klaviyo, HubSpot

eCommerce: Shopify, WooCommerce, WordPress

Marketplaces: Amazon, Walmart, Google Merchant Center

PROFESSIONAL EXPERIENCE

Staff Boom
Digital Marketing Manager | 05/2026- 10/01/2026

- Lead paid ads and multi-channel digital marketing across Google Ads, Microsoft Ads, Meta, LinkedIn, SEO, and conversion optimization for B2B lead generation.
- Manage GA4, Google Tag Manager, conversion tracking, attribution, and marketing technology integrations to improve data accuracy and campaign performance.
- Collaborate with cross-functional teams to optimize WordPress, HubSpot, Salesforce, and lead management workflows.
- Develop media plans, campaign strategies, budget allocation, and executive performance reports.
- Conduct technical SEO audits and optimize landing pages to improve user experience and conversion rates.
- Build scalable marketing processes, reporting frameworks, and documentation to support business growth.
- Led a cross-functional marketing team of five professionals across paid media, design, CRM, content, and marketing operations.

Shabnam Jafari
Digital Marketing Manage | Rancho Santa Margarita, CA | 530-407-8420 |
itmjafari@gmail.com | https://www.linkedin.com/in/shabnam-jafari-dgm/

Hemp Supply Prime
Senior Performance Campaign Analyst| 04/2025- 02/2026

- Own end-to-end email marketing and lifecycle strategy via Klaviyo, including campaign planning, segmentation, and flow optimization.
- Manage core lifecycle flows (welcome, post-purchase, cross-sell, retention) to improve repeat purchase behavior.
- Monitor revenue, open rates, click-through rates, and conversion performance to optimize engagement and efficiency.
- Build Looker Studio dashboards to track lifecycle contribution to overall revenue performance.
- Partner with paid media and SEO teams to align acquisition and retention strategy.

Attar Bashi USA
Digital Commerce & Lifecycle Marketing Lead (Founder) | 2023 · 2026

- Founded and scaled a DTC herbal tea and wellness brand, owning end-to-end digital commerce, lifecycle marketing, and performance strategy across DTC and marketplaces (Amazon, Walmart, Etsy).
- Launched and managed product feeds and performance via Google Merchant Center, supporting Shopping and discovery campaigns.
- Built and optimized email and lifecycle flows (welcome, post-purchase, cross-sell, retention) with a focus on repeat purchase and early LTV.
- Led subscription, bundling, and cross-sell strategy to grow retention without heavy discounting.
- Managed website experience, CRO, SEO, and marketplace optimization, including product listings, content, and funnel performance.
- Used GA4, Klaviyo, and performance reporting to guide segmentation, testing, and revenue decisions.
- Oversaw brand positioning, messaging, and compliance-aware marketing in the wellness category.

Rooyesh Analytics
Senior PPC & Marketing Data Analyst (Consultant) | 07/2023 – 01/2026

- Led multi-platform PPC strategy across Google Ads, Microsoft Ads, and Meta Ads.
- Designed and executed data-driven growth strategies for eCommerce, home services, and legal clients
- Conducted keyword research, A/B testing, and audience segmentation to maximize ROI and conversion efficiency
- Leveraged GA4, SEMrush, and Google Search Console to inform optimization and reporting decisions
- Designed and delivered WordPress-based websites as part of broader growth and conversion initiatives

Shabnam Jafari
Digital Marketing Manage | Rancho Santa Margarita, CA | 530-407-8420 |
itmjafari@gmail.com | https://www.linkedin.com/in/shabnam-jafari-dgm/

Publicis Groupe (FKA, Razorfish), CA & NY

Associate Director, Data Science & Analytics| 11/2021 – 4/2023

- Supported enterprise performance measurement initiatives for major brands, including Taco Bell, Bridgestone, and CityMD.
- Implemented and QA'd tagging frameworks via Google Tag Manager for Taco Bell digital initiatives.
- Conducted regression and performance analysis for Bridgestone using Adobe Analytics to improve reporting accuracy.
- Utilized Google Analytics 360 to support performance reporting and campaign visibility for CityMD and healthcare clients.
- Delivered structured analytics insights to paid media and marketing teams to guide campaign optimization decisions.

KAMPP Technology and Marketing, Laguna Hills, CA

Senior Digital Marketing & PPC Analyst| 9/2019 – 11/2021

- Led PPC campaigns across Google, Facebook, and Microsoft Ads, improving campaign click-through rates and reducing cost per acquisition (CPA).
- Designed and implemented remarketing and retargeting strategies, increasing return on ad spend (ROAS) across multiple verticals.

Shaymo Inc Advertising, Encino, CA

Digital Marketing & PPC Analyst | 08/2018 – 08/2019

- Spearheaded SEO, PPC, and data analytics strategies, improving lead conversion rates and organic search performance.
- Designed interactive dashboards and conducted market research to optimize PPC ad copy and bidding strategies.

Maat Advertising Agency, Tehran

Digital Marketing Manager & PPC Analyst | 08/2015 – 08/2016

- Drove Google Ads & social media ad campaigns for major brands like Dove, Lipton, and Rexona (FMCG products, Unilever), driving 22M+ video ad views.
- Developed and implemented SEO and PPC strategies that enhanced brand visibility and customer acquisition.

EDUCATION

Master of Science (MS), Management – Advanced Information Systems

Azad University, Tehran | 2011

Bachelor of Science (BS), Statistics

Sheikh Bahaei University, Isfahan | 2005

Shabnam Jafari
Digital Marketing Manage | Rancho Santa Margarita, CA | 530-407-8420 |
itmjafari@gmail.com | https://www.linkedin.com/in/shabnam-jafari-dgm/

CERTIFICATIONS

- Google Ads & Advanced Google Analytics – Google
- AI-Powered Shopping Ads – Google
- Google Tag Manager – Google
- Data Strategy – Berkeley Haas
- Tableau – UC Davis
- Python Programming – IBM
- Power BI – Udemy
- Technical SEO – SEMrush
- Klaviyo
- AI-Driven SEO (AEO, GEO) – Udemy

· Fundamentals of Next-Gen Marketing · 6sense

· Certified Agentic GTM Practitioner · 6sense Academy (Nov 2026)