

Kiana Masoumi

DIGITAL MARKETING SPECIALIST

Milan, Italy · kianamasoumi.org

Digital Marketer with 1+ year of hands-on experience across paid social, email automation and SEO, combining performance data with a creative, brand-driven approach. Covers the full campaign cycle, from audience and content planning to testing, optimization and reporting, for agency, B2B and international clients, including **~300 leads** generated through a subscription funnel.

Professional Experience

Digital Marketing Specialist, Dhynet

08/2025 – 10/2026 I Perugia, Italy (Hybrid)

- Managed **3–5 concurrent Meta Ads campaigns**, overseeing audience segmentation, budget allocation, creative testing and optimization, achieving **20–35% increases in CTR** and **15–25% reductions in CPC**.
- Planned and managed organic social media calendars, creating multi-format content, copywriting and coordinating publishing across digital platforms.
- Supported **B2B marketing** for **cloud-based hotel management software**, contributing to content development, campaign management and digital brand communication.

Digital Marketing Intern, City Lab Discovery

07/2025 – 11/2025 I Barcelona, Spain (Remote)

- Supported **Meta and LinkedIn paid advertising campaigns**, contributing to ~300 marketing leads across two international programmes, captured through the website subscription CTA.
- Managed Mailchimp as a marketing CRM, setting up audience segmentation, automated workflows and customer journeys that achieved a **35.7% open rate and 9.5% click-through rate**.

Digital Content & SEO Assistant, Parexservice

11/2024 – 01/2025 I Milan, Italy

- Managed WordPress website content and implemented on-page **SEO improvements,** including metadata, internal linking and content optimization.

Education

University of Bergamo

09/2022 – 03/2026 I Bergamo, Italy

M.A. Planning and Management of Tourism Systems

Core Skills

Paid Media & Performance
Meta Ads Manager, LinkedIn Ads, Audience Segmentation & Targeting, Budget Allocation, A/B & Creative Testing, KPI Tracking & Reporting

Digital Tools & AI Technologies
AI-Driven Strategy & Content: Midjourney (Creative Direction), Claude (Brand Storytelling), Perplexity (Competitive Insights), Prompt Engineering

Creative & Brand
Concept Development, Brand Voice & Storytelling, Market & Competitor Research, Canva

Email & Website Marketing
Email Marketing, Mailchimp, Audience Segmentation, Marketing Automation, Customer Journeys, WordPress, SEO

Languages

Persian — Native/Bilingual

English — C1

Italian — A1/A2