



MOHAMMAD RAZGARDANI

Startup Manager | Business Growth Advisor |
Automation-Digital Marketing Expert

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Linkedin

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Visit my website

Professional Summary

With over **15 years** of experience **scaling businesses** across the MENA region in marketing, **digital and performance marketing**, and **product team management**, I have successfully led projects in **E-commerce, iGaming, Forex**, and **Real Estate** sectors. My core expertise includes remote team **leadership, marketing** and **sales automation**, and **ROI/KPI** optimization to accelerate business growth.

By leveraging **AI-driven tools** and data analytics, I design and execute performance-focused **digital strategies** that ensure cost-effective campaigns and long-term success.

Skills

- Business Setup & Startup Management
- Marketing & Workflow Automation (Make, n8n, Airtable)
- AI-Powered Content Systems (GPT, ElevenLabs)
- Performance Marketing (Meta, Google, Affiliate)
- CRM & Funnel Optimization
- Remote Team Leadership & Process Design
- Multilingual Campaigns (EN | FA | AR | TR | IT)

Professional Experience

Marketing Director & Business Advisor

Persian Horizon
2024 – Present

Dubai

- Designed and launched the business across 3 languages (EN, FA, AR)
- Automated recruitment, content, and CRM operations with n8n-Make
- Produced 100+ podcast episodes and managed 15+ social channels
- Generated 1800+ leads via performance marketing and AI-driven workflows
- Managed cross-border teams and client relations in UAE, Iran, International

Digital Marketing Manager

Freelance
2024 – Present

Dubai

- Designed and executed multilingual lead generation campaigns across diverse markets.
- Managed social media advertising and content strategies in Italian, Persian, English, and Turkish.
- Implemented CRM and marketing automation systems for lead nurturing and conversion optimization.

Digital Marketing Manager

Never Stop Media
2022 – 2024

Dubai

- Managed marketing strategies for online gaming platforms, driving performance through AI-based optimization tools.
- Led affiliate programs for international gaming companies, increasing user engagement and revenue streams.
- Collaborated on the development of Boof, an AI-driven news and betting insights platform for football and MMA.
- Directed cross-functional and remote teams to ensure the timely launch and performance of digital products.
- Enhanced AI-based content delivery, achieving significant engagement growth.

Digital Marketing Manager

Opo Finance
2019 –2022

Istanbul

- Led performance marketing and digital advertising strategies for Forex trading services.
- Managed lead generation campaigns targeting traders in key markets.
- Oversaw Google Ads, social media, and affiliate marketing to drive client acquisition.
- Implemented automation systems for CRM and user engagement.
- Optimized ROI & KPIs, increasing conversion rates and reducing acquisition costs.

Head of Product & Marketing Team

Imoon
2015 –2019

Istanbul

- Managed 15 marketing and product projects across different fields (iGaming).
- Built more than 100 store and company websites from planning to launch.
- Managed 6 Instagram admins to handle customer pages.
- Managed 10 clients simultaneously, including technical support, website construction, and marketing phases.