FARSHAD GHOBADVAND

DIGITAL MARKETING & GROWTH SPECIALIST | PAID MEDIA | SEO/GEO | CRM AUTOMATION | ANALYTICS

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Legally authorized to work in Canada - no employer sponsorship required.

PROFESSIONAL SUMMARY

Digital marketing and growth professional with 6+ years of experience spanning paid acquisition, SEO/GEO, analytics, CRM and lead management, website optimization, content, marketing automation and cross-functional campaign delivery. Strong hands-on background in Google Ads, Meta Ads, GA4, GTM, Search Console, WordPress, CRM data, n8n, APIs/webhooks and PostgreSQL. Experienced in turning marketing and behavioural data into clear recommendations, improving lead flow and conversion paths, coordinating vendors and stakeholders, and building repeatable systems that connect acquisition, website experience, follow-up and reporting. Combines commercial marketing judgment with a technical foundation in information technology.

SELECTED IMPACT

- **Paid acquisition:** Managed and optimized Google and Meta lead-generation campaigns across automotive, healthcare and financial-services environments; recent dealership campaigns achieved approximately $7.45 CPL for Seltos leads and $3.58 CPL for a winter-tire lead campaign.
- **Lead growth:** Recent campaign, website and lead-flow optimization contributed to a 67% month-over-month increase in total lead volume, demonstrating measurable impact beyond traffic and engagement metrics.
- **CRM & data systems:** Built and documented dealership CRM ingestion and transformation workflows processing 2,400+ records and 700+ distinct live deals, with normalization, deduplication, status mapping and audit controls.
- **Marketing automation:** Developed API/webhook and n8n workflows that connect lead sources, CRM records, attribution data and automated follow-up logic, reducing manual handling and improving visibility into lead movement.
- **SEO & discoverability:** Led technical, on-page and local SEO across multiple businesses, including content architecture, internal linking, metadata, indexing, structured-content recommendations and emerging AI-search/GEO initiatives.
- **Growth reporting:** Combine paid-media, website and CRM signals to evaluate CPL, lead quality, conversion behaviour, campaign pacing and downstream outcomes rather than reporting on traffic or clicks alone.

CORE EXPERTISE

Google Ads	**Meta Ads**	**GA4 / GTM**	**SEO / GEO / AEO**
CRO & Landing Pages	**CRM & Lead Management**	**Marketing Automation**	**Reporting & Dashboards**
User Journey Analysis	**Content & Messaging**	**APIs / Webhooks**	**Stakeholder & Vendor Coordination**

PROFESSIONAL EXPERIENCE

Airport Kia | Digital Marketing, Growth & Marketing Technology | *Mississauga, ON | Jun 2024 - Present*

Digital Marketing Specialist (Growth, Paid Media, CRM & Marketing Automation) | Jul 2026 - Present

- Own in-house digital marketing across Google Ads, Meta Ads, SEO, local search, website optimization, analytics, CRM lead management and marketing automation.
- Recent growth initiatives across paid media, website conversion paths and lead-flow operations contributed to a 67% month-over-month increase in total leads.
- Analyze campaign, website and CRM data to connect spend with lead volume, CPL, lead quality, source attribution, conversion signals and sales outcomes; translate findings into budget, targeting, creative and landing-page recommendations.
- Manage paid search and paid social execution, including keyword/audience strategy, ad copy and creative coordination, offer alignment, conversion tracking, pacing, QA and ongoing optimization.
- Lead website and SEO improvements across landing pages, metadata, internal linking, content structure, mobile UX, indexing, local visibility and structured-content requirements.
- Build and maintain marketing/data workflows using n8n, PostgreSQL, APIs and webhooks for lead ingestion, field mapping, attribution, deduplication, status normalization and reporting reliability.
- Coordinate digital work with management, sales, website providers and external partners, including tracking requirements, campaign transitions, launch QA, web updates and lead-routing changes.

Digital Marketing & SEO Consultant | Jun 2024 - Jun 2026

- Supported dealership SEO, website strategy, local visibility and digital campaign planning before transitioning into the full-time in-house role.
- Conducted keyword research, content planning, on-page optimization, technical QA and website recommendations within automotive platform constraints.

Digital Marketing Specialist & SEO Analyst | Sherak Ltd | *Whitchurch-Stouffville, ON | Sep 2024 - Mar 2026*

- Executed Google Ads, Meta Ads, SEO, website optimization and analytics initiatives across WordPress environments, balancing paid acquisition with organic growth and conversion performance.

- Managed keyword and audience research, ad copy, landing-page alignment, conversion tracking, campaign QA and performance analysis.
- Used GA4, GTM and Google Search Console to identify traffic, tracking, indexing and engagement issues and translate findings into actionable content and website improvements.
- Coordinated website, campaign, content and tracking updates with technical and non-technical stakeholders through launch and QA.

Digital Marketing & Marketing Specialist | Wintech UPVC | *International Manufacturer | 2019 - 2024*

- Led digital marketing, SEO/SEM, website content and campaign initiatives supporting brand awareness, lead generation and distributor/customer engagement.
- SEO/SEM initiatives contributed to a 200% increase in website traffic and a 50% increase in social media engagement.
- Worked cross-functionally with sales, design, development and production teams to align campaigns, website content and customer-facing materials with commercial priorities.

SELECTED CONSULTING & CLIENT EXPERIENCE

Independent and part-time consulting engagements delivered alongside primary employment. Work spans paid media, local SEO, website strategy, CRM/automation, analytics and content for Canadian service businesses.

Digital Marketing Manager / Marketing Automation Specialist | GCC Currency Exchange | *North York, ON | Apr 2026 - Present*

- Manage Google Ads, Meta Ads, SEO, website content, analytics and automation for a regulated financial-services business.
- Develop campaign strategy, keyword/audience targeting, ad messaging, landing-page requirements, tracking and recurring performance recommendations.
- Build lightweight marketing and operational workflows using tools such as Make, Google Sheets and AppSheet, connecting business processes with customer acquisition and reporting needs.

Digital Marketing Specialist & Google Ads Manager | Green Life Health & Home Care | *Toronto, ON | Oct 2025 - Present*

- Manage Google Ads, conversion tracking, landing-page optimization and lead-generation reporting for a healthcare/home-care provider.
- Support local SEO and service-page strategy while using search and campaign data to improve relevance, lead quality and acquisition efficiency.

SEO & Digital Marketing Consultant | Classy Cosmetic Clinic | *Thornhill, ON | Contract*

- Develop local SEO, service-page strategy, Google Business Profile content, review-response workflows, FAQ content and conversion-focused website recommendations.
- Built and tested an AI-assisted Facebook Messenger response workflow using n8n and the Meta API, with grounded responses, human-handoff logic and CRM-oriented lead handling.

SEO Consultant | Dr. Pedram Talebian Clinic | *Remote | 2021 - 2024*

- Conducted keyword research, on-page SEO, technical reviews and content planning to improve organic visibility and patient acquisition.

TECHNICAL & MARKETING TOOLKIT

Paid Media & Growth: Google Ads, Meta Ads, campaign planning, audience and keyword research, budget pacing, creative testing, lead generation, CPL/CPA analysis, conversion tracking

Analytics & Measurement: Google Analytics 4, Google Tag Manager, Google Search Console, UTM governance, funnel analysis, KPI reporting, Excel, Google Sheets

SEO / GEO / Web: Technical SEO, on-page SEO, local SEO, AEO/GEO concepts, Screaming Frog, Ahrefs, SEMrush, WordPress, Elementor, schema/structured-content concepts, indexing and crawl diagnostics

CRM / Automation / Data: n8n, Make, PostgreSQL, APIs, webhooks, JSON/XML, lead routing, field mapping, attribution, deduplication, idempotency, workflow QA and documentation

Content & Creative: SEO content, landing pages, ad copy, social content, GBP posts, review responses, Canva, Adobe tools, Filmora

Delivery & Collaboration: Campaign briefs, launch checklists, stakeholder communication, vendor coordination, project prioritization, cross-functional execution and reporting

EDUCATION & CERTIFICATIONS

- B.Sc. in Information Technology Engineering - Sheikh Bahaee University
- Google Ads Measurement Certification
- Fundamentals of Digital Marketing - Google Digital Garage
- Google Analytics for Beginners
- Inbound Marketing - HubSpot Academy
- Digital Marketing Freelancer Certificate - Tehran Institute of Technology (MFT)
- SEO Professional Certification

Languages: Persian - Native | English - Advanced | French - Professional | Turkish - Intermediate