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|  | **Neda Heydarbegi**  *Web Developer | Digital Specialist* |

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## Professional Summary

Results-driven **Digital Specialist & Web Developer** with over three years of experience in designing, developing, and optimizing responsive websites. Skilled in creating high-performing digital solutions with a strong focus on SEO, user experience, and data-driven marketing strategies. Proven ability to integrate web development with digital marketing, paid ad campaigns, and social media management to enhance brand visibility and drive conversions.

## Core Competencies

• **Web Development**: PHP, HTML, CSS, MYSQL, Visual Studio Code.

• **WordPress**: Proficient in theme and plugin development, PSD to HTML/CSS.

**• E-Commerce**: Experienced in WooCommerce solutions.

• **Responsive Design**: Crafting seamless UI/UX across devices.

**• API Integration**: Expertise in integrating external APIs.

• **SEO & Analytics**: SEO strategies, Google Analytics/Search Console.

• **Social Media Management:** Content, scheduling, engagement, growth, analytics.

• **IT Support Services:** Troubleshooting, maintenance, optimization, assistance, security.

## Professional Experience

### MoonSun

**Digital Marketing Specialist & CRM Manager***Sep 2024 – Present*

* Designed and developed modern, responsive, SEO-friendly websites tailored to business needs.
* Implemented **SEO** and **CRO strategies** to improve search rankings and increase conversions.
* Managed **Google Ads**, **Meta Ads**, and **PPC campaigns**, optimizing performance for **maximum ROI**.
* Analyzed data using **Google Analytics** and Search Console to enhance user engagement.
* Led **Odoo CRM** system enhancements, streamlining workflows and improving customer interactions.
* Integrated Odoo CRM with marketing efforts, improving lead tracking and sales funnel efficiency.
* Developed and executed **social media marketing campaigns** to boost brand awareness.
* Collaborated with marketing, sales, and IT teams to align **digital strategies** with business goals.
* **Optimized UI/UX design** for better website engagement and conversion rates.
* Provided **technical support** and training on **Odoo CRM,** paid ads, and analytics tools.
* Developed and maintained custom web applications for security and scalability.

### Web Tech Marketing

**Digital Specialist & Web Designer***Dec 2023 - Present*

* **Website Design & Development** – Designed and built responsive WordPress and Shopify websites optimized for speed, SEO, and user experience.
* **UI/UX Enhancement** – Improved website usability and design to enhance customer journey and conversion rates.
* **SEO & Performance Optimization** – Implemented on-page and technical SEO strategies to increase search rankings and organic traffic.
* **Paid Ad Campaigns** – Managed and optimized Google Ads and social media ad campaigns to maximize ROI and lead generation.
* **Social Media Management** – Developed and executed content strategies, managed social accounts, and increased engagement across platforms.
* **E-commerce Optimization** – Enhanced online stores with better navigation, product display, and checkout processes to increase sales.
* **Analytics & Conversion Tracking** – Monitored website and campaign performance using Google Analytics and A/B testing to improve conversions.
* **Branding & Graphic Design** – Created digital assets for websites, ads, and social media to maintain brand consistency.
* **Technical Troubleshooting** – Provided website maintenance, security updates, and bug fixes for smooth operation.

**Care Services Australia**

**Digital Specialist & Web Designer**

*May 2022 - Feb 2024*

* Engineered bespoke WordPress themes and plugins aligned with client requirements.
* Ensured harmonious design-functionality integration in collaboration with design teams.
* Partnered with marketing to align web development with organizational objectives.
* Managed, secured, and optimized 32 WordPress websites for peak performance.
* Converted PSD to Elementor.
* Troubleshot and rectified technical issues, facilitating smooth web operations.
* Delivered projects within tight deadlines, upholding superior quality standards.
* Offered comprehensive technical support, including client training and documentation.
* Executed website enhancements for speed, SEO, and implemented analytical tools.

**EWRDC**

**WordPress Developer**

*Aug 2008 – Dec 2010*

* Spearheaded the development of PHP and HTML solutions beyond WordPress scope.
* Oversaw seamless technical integrations with external services.
* Guaranteed compatibility across browsers, platforms, and devices.
* Crafted marketing materials to solidify brand identity.
* Monitored and maintained system performance, hosting, and databases.
* Innovated WordPress components for high-traffic sites, resolving design challenges.

**Education**

\*\*Tabarestan Higher Education Institution (TU)\*\*  
Bachelor of Software Engineering  
Graduated: 2010