Sara Shafizadeh

Marketing & Growth Lead · Content Strategy · Cloud & B2B Tech

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SUMMARY

Marketing and growth leader with six years at Arvancloud, a major Iranian cloud infrastructure provider, rising from cloud support through technical writing and content leadership to leading the Market Growth circle. Leads a team of 9 and owns the Commercial marketing budget; recent campaigns include an exhibition whose sales pipeline exceeded its cost and a datacenter launch that beat its target by 25%. Combines a computer engineering background with campaign strategy and bilingual (English/Persian) copywriting.

EXPERIENCE

08/2026 – Present

Market Growth Circle Lead

Arvancloud

LEADERSHIP & BUDGET

- Lead the Market Growth circle (Communications, Content Marketing, Ads Management), accountable for market expansion, customer acquisition and brand promotion; team of **9**.
- Own the marketing budget for the entire Commercial circle; drafted the annual budget plan across advertising, community, events and content, benchmarked against B2B cloud industry spend.
- Building a budget management system in NocoDB that ties every spend request to a plan, a target outcome and the result achieved.
- Built the team's campaign operating system (brief template, post-campaign report template and learnings loop) to support up to **two campaigns a month**.
- Hiring for Social Media Marketer, Creative Manager and Community Builder roles through a multi-stage process with challenge interviews.

CAMPAIGNS

- **Elecomp 1405:** led Arvancloud's largest presence to date (~400 m² booth), opening a **sales pipeline that exceeded the event's total cost** and generating **~3.5M** media impressions.
- **Qeysar datacenter launch (Ahvaz):** exceeded the target of 500 active cloud instances by **25%**, with **1.65M** paid and owned impressions and 5 earned tech-press placements at zero cost.
- **WorldSkills Shanghai 2026:** ran the social campaign for Arvancloud's sponsorship of Iran's national team across Instagram, LinkedIn and Telegram, reaching **1.6M+** impressions.
- **Edge Computing game challenge:** ran a game-development challenge campaign to promote Arvancloud Edge Computing to developers.
- **CDN campaign:** built around Iran's largest edge network (**4.2 Tbps**), targeting **100** qualified sales leads ahead of Black Friday and Yalda.

04/2025 – 08/2026

Content & Thought Leadership Circle Lead

Arvancloud

Key Achievement: Promoted to lead content for driving cross-departmental alignment and establishing scalable, high-impact content operations.

STRATEGY & LEADERSHIP

- Led company-wide content strategy across digital and product platforms; defined the content vision, tone and quality standards for technical, marketing and UX content.
- Designed the circle's structure and roles under Holacracy, including a new Multimedia Producer role and a cross-circle content policy.

- Ran a content and branding strategy review with the CEO, producing a gap analysis, a 3-month team bootcamp and a prioritized backlog.
- Led content strategy for international market expansion, including English and Russian-language CDN comparison pages against Cloudflare, Yandex Cloud CDN and NGENIX.
- Designed SEO strategies that grew organic blog traffic by **20%** and ranked **#1 on Google** for trending technical keywords.
- Mentored technical writer interns and coached writers and product teams on UX writing, storytelling and content optimization.

BRAND

- Created the name and tier system for **ArvanAav**, the customer loyalty program (5 tiers, 12 badges), and delivered the full brand handoff package.

01/2022 – 04/2025

Technical Writer & UX Writer

Arvancloud

- Produced and published **700+** technical content pieces, including product documents, tutorials, use cases, white papers, landing pages and videos.
- Redesigned the knowledge base architecture, improving discoverability and reducing revision cycles by **30%**.
- Partnered with **7** product management teams and cross-functional groups to keep product knowledge accurate.
- Conducted user research that reduced support tickets by **20%**.
- Developed a scalable UX writing style guide ensuring consistency across all digital platforms.

11/2020 – 01/2022

Cloud Support Engineer

Arvancloud

- Resolved an average of **10+** technical support tickets per day, ranking as the top support agent for customer satisfaction.
- Worked with development and DevOps teams to diagnose complex cloud service issues and contribute to product improvements.

EDUCATION

2020

Bachelor of Science (Computer Engineering)

Alzahra University

SKILLS

Marketing & Growth Strategy | Campaign Planning & Reporting | Event Marketing | Brand Strategy | Budget Management | Team Leadership & Hiring | Content Strategy | SEO | Copywriting (English & Persian) | UX Writing | Technical Documentation | Data Analysis & Visualization | Video Scriptwriting | Translation | Project Management | Organizational Design (Holacracy)

TOOLS

Google Search Console, Google Analytics, BI tools | Miro, Figma, Canva, Camtasia, Snagit | ClickUp, Jira, Microsoft Teams | Google Workspace, Excel, NocoDB | Slite, SharePoint, Confluence | Markdown, Git, GitLab, Docusaurus, WordPress | AI assistants

CERTIFICATES

Academic IELTS 7.5 — IDP | **SEO Fundamentals** — Google | **Cloud Technical Essentials** — AWS | **The Strategy of Content Marketing** — Coursera | **Content Marketing** — HubSpot

LANGUAGES

English — Full Professional Proficiency | **Persian** — Native