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by websima

چگونه دیده شویم؟

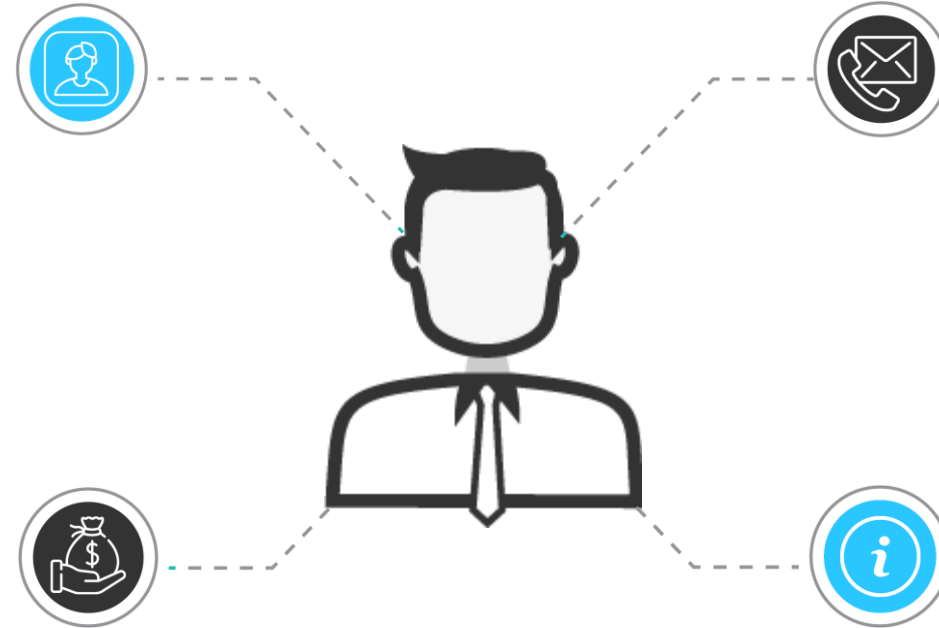
آبشار مهارت و
تجربه در یک قاب

- چرا برای هر جا که رزومه ارسال میکنم تماس نمیگیرن؟
- نمونه کارها و موفقیت هامو چطوری تو رزومه درج کنم؟
- باید ها و نبایدها در مورد محتوای رزومه چه مواردی هستن؟
- شرکت های خارجی چگونه رزومه هارو بررسی میکنن؟

اطلاعات هویتی

اطلاعات کامل و صحیح شامل نام و نام خانوادگی، ایمیل، شماره تماس، آدرس، وضعیت نظام وظیفه و ...

در بخش درباره من اطلاعات درست و کاربردی را ارائه دهید



از تصویر رسمی و با کیفیت استفاده کنید.

حداقل حقوق درخواستی مورد نیاز خود را درج کنید

مهارت ها

Dev.tools

60%



Analytics

70%



Google Tag Manager

80%



Soft Skills

50%



توضیحات موقعیت شغلی را با دقت مطالعه کنید، بخش
هایی که در قسمت مهارت های مورد نیاز از متقاضی خواسته
شده و شما دارا هستید در رزومه خود درج نمائید

از مهارت های غیر مرتبط با موقعیت شغلی سئو مانند
برنامه نویسی، عکاسی و ... استفاده نکنید



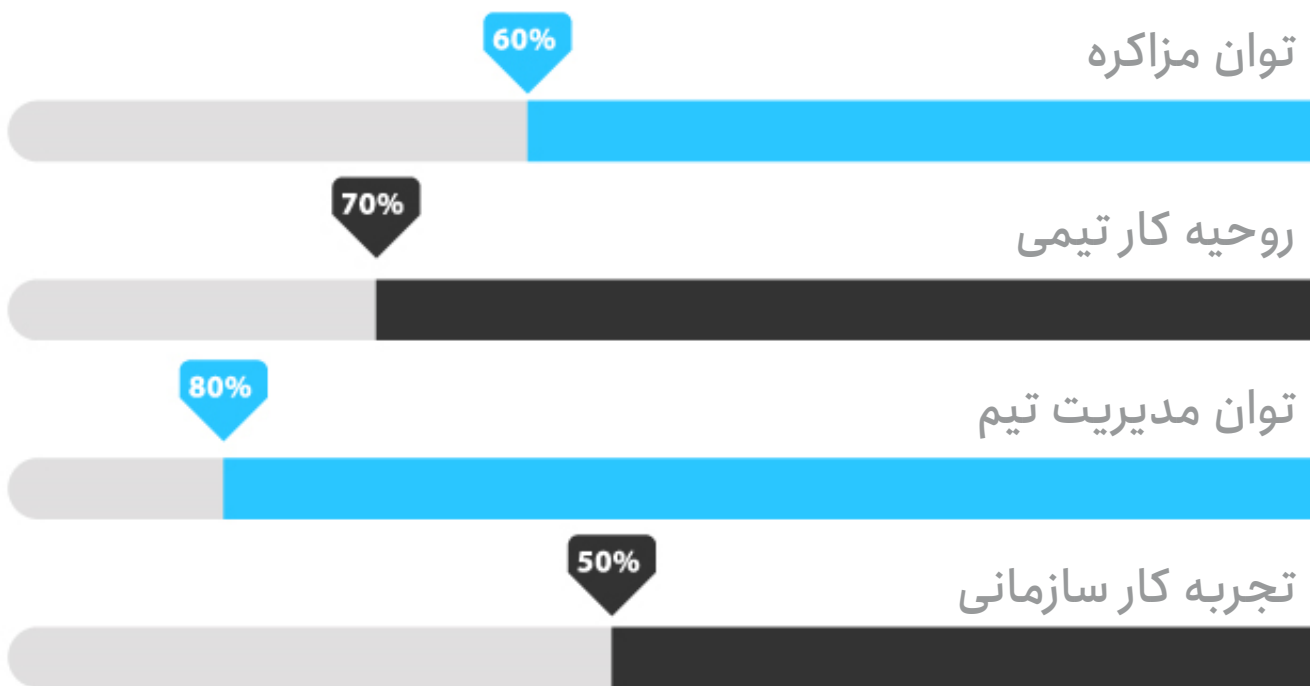
مهارت های مرتبط

دروغ

استفاده از دروغ در بخش مهارت ها کاربردی نیست و در مراحل بعد تشخیص داده می شود

اعتماد به نفس داشته باشیم و مهارت هایی که دارا هستیم به طور کامل بیان کنیم

مهارت های نرم





● فعالیتهای گذشته به ترتیب زمان و سال

● علت قطع همکاری با هر سازمان

● مسیر پیشرفت در موقعیت شغلی

● دستاوردها و فعالیتهای در هر موقعیت شغلی

● تطابق با ظرفیت

● دوری از اغراق و دستاوردهای خلاف واقع

نمونه کارها

- ارائه اطلاعات مورد نظر با استفاده از ابزارهای عمومی
- ارائه دستاورد هایی مثل رتبه، ترافیک، پرفورمنس و ...
- حتما تا زمانی که در سازمان هستید نمونه کار ایجاد کنید
- نمونه کار خود را در یک فایل جداگانه به پیوست رزومه ارسال کنید

مدارک تحصیلی و گواهینامه ها

- از درج مدارک غیر مرتبط خودداری کنید
- از مدارک جعلی استفاده نکنید
- آخرین مدرک تحصیلی خود را درج کنید
- دوره هایی که شرکت کرده اید ذکر کنید

نگارش رزومه

- از ابزار های رزومه ساز استفاده نکنید.
- از زبان مناسب برای ارائه رزومه خود استفاده کنید.
- از فونت مناسب و یکسان استفاده کنید.
- با استفاده از عناوین درست و به موقع، زمان خواننده را مدیریت کنید.
- زیبایی بصری و خلاقیت های گرافیکی زیاد در رزومه نداشته باشید.
- نام فایل رزومه بهتر است با حروف انگلیسی و فرمت فایل PDF باشد.

Applicant Tracking System

آماده خزش توسط ابزار های
رزومه خوان باشید

ATS

- یک سیستم جمع آوری اطلاعات و مدیریت روند استخدام است.
- فضای ذخیره سازی اطلاعات و تاریخچه تغییرات برای بهبود روند.
- دارای هوش شناسایی کلمات است و اطلاعات مورد نیاز از رزومه را تشخیص می دهد.



6
OVERALL

Home

All To Do

Impact 10

Brevity 0

Style 39

Sections 50

SKILLS

Soft Skills

Hard Skills

Good evening, Masoud.


Welcome to your resume review.

Your resume scored 6 out of 100.

It seems like your resume scored poorly on key checks that hiring managers and resume screening software scan your resume for. But don't worry - with a few changes to your resume's template and content, you should be able to increase your score by over 50+ points.

YOUR RESUME 0 TOP RESUMES 100

Use the feedback to find and fix errors in your resume, then reupload it to get a new score. 80% of people increase their score by over 20 points with just three uploads and revisions.



NILOOFAR SAEIDI
Social Media Manager

As a person who has studied Communication, Social media has always been one of my interests so I started working as a social media specialist in an online ordering food company (Reyhoon) from 2017 to 2019. I used to create content for Instagram specially videos from scenario to screen. From 2019 to 2020 I worked as a member of social media creative team in Kalleh. After working in social media of FMCG industries for years, I changed my way to beauty and cosmetics industry so I started working as social media manager in an online beauty shop (Mootanroo) from 2020. I have also worked on my own Instagram and grown it to 41k followers organically. Now I am really passionate about developing my skills in other well known organizations in The Netherlands.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

@Mootanroo 2020 - 2022

- Create Content Calendar for Instagram and LinkedIn
- Influencer Marketing
- Designing Social Media Campaign
- Analyzing SocialMedia Activities
- Vlogging

SOCIAL MEDIA IDEA GENERATOR

@Kalleh (solico) 2019- 2020

- Generating Ideas for Instagram's post and stories
- Influencer Marketing
- Designing Online Campaigns

SOCIAL MEDIA SPECIALIST

Reyhoon 2017 - 2019

- Video blogging
- Social Media planning and content writing for blogs

FREELANCE WORK

TRAVEL CONTENT CREATOR

@Elightio 2022

- Creating content of traveling to The Netherlands and Germany

CONTENT WRITER

My.lady.(Zarrin.roya) 2023

EDUCATION

University of Tehran 2013 - 2016

Master of Media and Cultural studies (communication)

Allame Tabatabaei university 2007 -2011

Bachelor Of Public Relations (Communication)

CONTACT

Saeedi.niloo@gmail.com

00 31 6 49 79 32 53

Nil8faram

Niloofar Saeedi

Albert Neuhuysstraat 23
3583 ST Utrecht

EXPERTISE

- Storytelling
- Communication
- Social Media Managing
- Copywriting
- PublicSpeaking
- Social Media Video Marketing

PERSONAL CHARACTERISTICS

- Extrovert
- Flexible
- Sociable

LANGUAGES

English
advanced (C1)

Persian
Mother tongue

<https://resumeworded.com/>

1

Readability

Ensure your resume is read correctly

✘ Your resume likely wasn't read correctly.

Unfortunately, it looks like your resume wasn't read correctly. While we found a Work Experience section on your resume, it didn't have enough bullet points.

There are two reasons why this might happen:

1) Your resume has multiple columns: Unfortunately, some resumes that have multiple columns don't get read correctly. This is rare, but can happen with some multi-column templates. In this case, you should use a single column template, like the ones below, to ensure your resume gets processed correctly. Alternatively, you can move one of the columns to the bottom of your resume.

2) You didn't label your work experience correctly. You should use common section titles for your Experience sections. For example, 'Work Experience', 'Work', 'Professional Experience' or 'Projects' are common section titles that you can use.

Style

39/100

There are some key stylistic guidelines that your resume should follow, and it doesn't look like your resume meets all of them. You should review the following:

Resume not read correctly

[FIX →](#)

We couldn't read all your resume's sections or bullet points. Change your resume template or use one of these alternatives so it's more readable by resume screeners.


Personal pronouns found

[FIX →](#)

This check is only for Pro users. Upgrade to unlock this check.

💡 Click into the recommendations above for details into where exactly you went wrong, with specific suggestions to improve your score.

[SEE ALL +](#)



76
OVERALL

↑ 70 POINTS

Good morning, Masoud.


Welcome to your resume review.

☆ LATEST SCORE
🕒 PREVIOUS SCORE

Your resume scored 76 out of 100.

You're on the right track, but there's room for improvement on your resume! While your resume does well in some areas, it falls short in others which are important to hiring managers and resume screeners. But don't worry - we'll show you how to make easy improvements to your resume, which will increase your score by 20+ points.

YOUR RESUME



0 TOP RESUMES

💡 Your resume score has increased by ~70 points since your last upload. Excellent work on improving your resume.

Home

All To Do

Impact 75

Brevity 84

Style 81

Sections 85

SKILLS

Soft Skills 🔒

Hard Skills

Nilofar Saeidi

Social Media Specialist

Utrecht, Netherlands · +31649793253 · saeedi.niloo@gmail.com · linkedin.com/in/niloofar-saeidi · Instagram: nil8faram

SUMMARY

Social media specialist and content creator with 6 years of experience in producing original content and managing social media accounts for reputable Iranian businesses and creative influencer with more than 43K followers on Instagram. Possess thesis based master's degree in Media and Cultural studies and conducted research on Instagram's users. Now I am eager to bring my expertise to an international organization in The Netherlands.

EXPERIENCE

2022-Present **SMARTTECH** Tehran, Iran
Influencer Marketing Specialist

- Categorized 1200 influencers based on follower numbers, content, occupation and media and Analyzed Instagram influencer's pages by social media analytics tools such as Phlanx and built a complete influencer database.
- Revised marketing strategy for our primary client (Digikala) by transitioning from influencer marketing to affiliate in response to reduced influencer activity on Instagram after the passing of Mahsa Amini.
- Attracted 150 sites bloggers to join our affiliate platform.
- Boosted website traffic for Digikala by 25% through successful collaboration with new publishers.
- Reduced customer acquisition costs by affiliate

2020-2022 **MOOTANROO** Tehran, Iran
Social Media Specialist and Influencer

- Drove a 40% growth in social media lead generation by implementing engaging gamification strategies.
- Designed UGC campaigns and gained 9K followers.
- Created content calendar based on strategy including visual and written content for web and social media.
- Doubled [Instagram](#) followers from 270K to 520K by campaigns, creative content and influencer marketing.
- Amplified website traffic by 50% within one year through strategic utilization of social media channels.
- Cooperated closely with the content manager to represent the voice of customers to generate new blog post ideas and amplify those posts on social media.
- Established effective communication with SEO team in order to create content for blog.
- Achieved a remarkable 100% growth in save posts by adding tutorial videos.
- Created content for social media (Instagram, LinkedIn, Twitter) based on strategy.
- Expanded [LinkedIn](#) followers from 2K to more than 5K and collaborated with the HR to enhance the hiring process.

2019-2020 **KALLEH (SOLICO GROUP)** Tehran, Iran
Social Media Specialist

- Managed two influencer marketing campaigns collaborating with 80 influencers.
- Gained 25K followers by two influencer marketing campaigns.
- Generated ideas for 30 pages of [Kalleh](#) including Kalleh Iraq, Pemina and Majanfood.
- Acted in advertising videos of Kalleh brand.

2017-2019 **REYHOON.** Tehran, Iran
Social Media Specialist and Influencer

- Generated two scenarios weekly for video contents of social media.
- Acted in front of camera as the face of brand and played in two videos weekly.
- Created two blog posts weekly.
- Increased Instagram engagement rate from 0.44% to 2% by video contents.
- Rose customer acquisitions by 35% throughout social media on a quarterly basis
- Grew website traffic via social media campaigns by 65% less than 6 months.



Similar or repetitive bullet points found



We found 4 bullet points on your resume that seems too similar to others on your resume. Remember, your resume has limited space, so it's important that each point mentions something new and highlights different projects or skills. Consider reworking these points to highlight more diverse accomplishments or skills.

We'd also recommend using the Magic Write feature by clicking one of the problematic lines, which will give you ideas on how to rewrite your bullet points in a way that hiring managers will find impressive.

1. SIMILAR BULLET POINTS

→ *Designed UGC campaigns and gained 9K followers.*

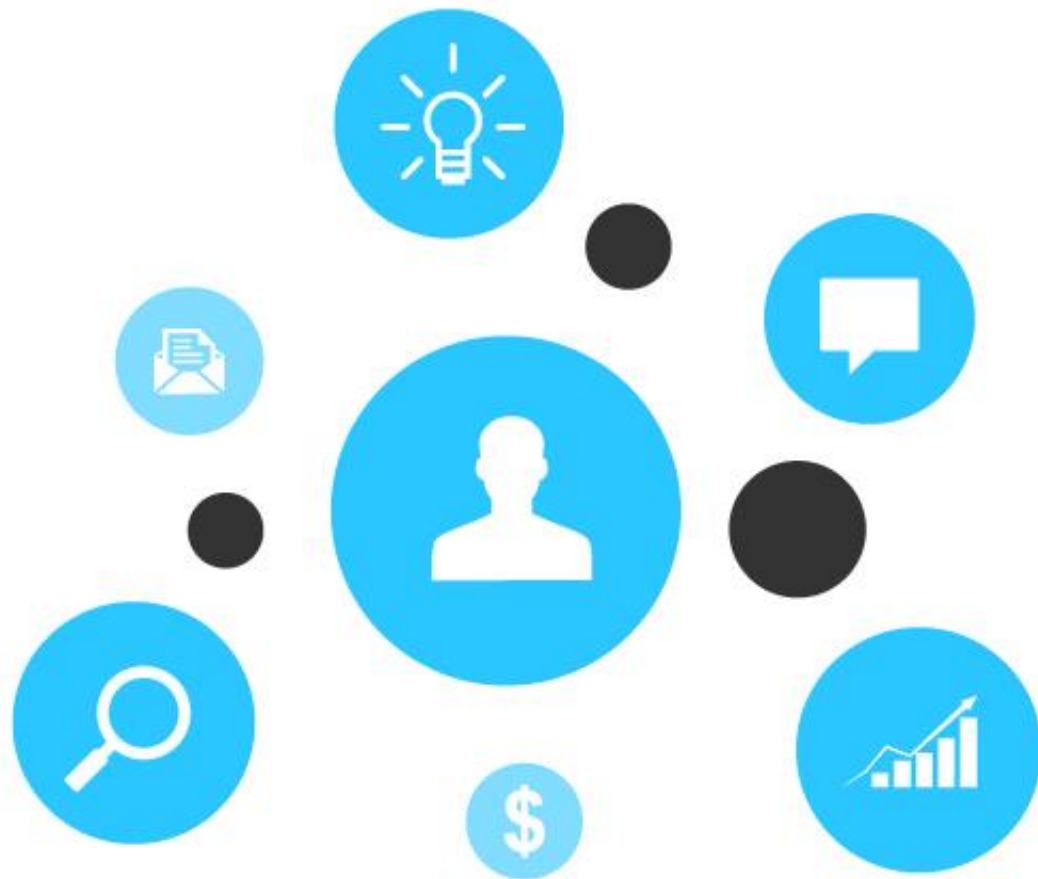
→ *Gained 25K followers by two influencer marketing campaigns.*

MAGIC WRITE

EXPERIENCE

- | | | |
|--------------|---|--------------|
| 2022-Present | SMARTECH <i>Influencer Marketing Specialist</i> | Tehran, Iran |
| | <ul style="list-style-type: none">• Categorized 1200 influencers based on follower numbers, content, occupation and media and Analyzed Instagram influencer's pages by social media analytics tools such as Phlanx and built a complete influencer database.• Revised marketing strategy for our primary client (Digikala) by transitioning from influencer marketing to affiliate in response to reduced influencer activity on Instagram after the passing of Mahsa Amini.• Attracted 150 sites bloggers to join our affiliate platform.• Boosted website traffic for Digikala by 25% through successful collaboration with new publishers.• Reduced customer acquisition costs by affiliate | |
| 2020-2022 | MOOTANROO <i>Social Media Specialist and Influencer</i> | Tehran, Iran |
| | <ul style="list-style-type: none">• Drove a 40% growth in social media lead generation by implementing engaging gamification strategies.• Designed UGC campaigns and gained 9K followers.• Created content calendar based on strategy including visual and written content for web and social media.• Doubled Instagram followers from 270K to 520K by campaigns, creative content and influencer marketing.• Amplified website traffic by 50% within one year through strategic utilization of social media channels.• Cooperated closely with the content manager to represent the voice of customers to generate new blog post ideas and amplify those posts on social media.• Established effective communication with SEO team in order to create content for blog.• Achieved a remarkable 100% growth in save posts by adding tutorial videos.• Created content for social media (Instagram, LinkedIn, Twitter) based on strategy.• Expanded LinkedIn followers from 2K to more than 5K and collaborated with the HR to enhance the hiring process. | |
| 2019-2020 | KALLEH (SOLICO GROUP) <i>Social Media Specialist</i> | Tehran, Iran |
| | <ul style="list-style-type: none">• Managed two influencer marketing campaigns collaborating with 80 influencers. | |

Cover Letter



• یک فرصت مناسب برای بیان مطالبی که نمی‌توان در رزومه ذکر کرد.

• انگیزه شما را برای موقعیت شغلی نشان می‌دهد.

• نکات کلیدی از فعالیت های شغلی را شامل می‌شود.

• از AI استفاده نکنید.

- آدرس لینکدین و صفحات اجتماعی خود را در رزومه درج کنید.
- یک فایل واحد برای تمام موقعیت های شغلی ارسال نکنید.
- زمان کارشناس را مدیریت کنید.
- به درخواست ذخیره سازی رزومه "نه" بگویید.
- نا امید نشوید!
- برای مصاحبه آماده باشید.