

HADIS RAHMANFAR

SOCIAL MEDIA SPECIALIST | CONTENT STRATEGIST

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PROFESSIONAL SUMMARY

Social media specialist and content strategist with 3 years & 9 months of experience growing Instagram and LinkedIn channels through data-driven content strategy. Skilled at translating platform insights and performance data into actionable content decisions, building channel strategies, and collaborating with creative, design, website, SEO, and marketing teams.

14K → 42K Instagram growth, **0 → 1.5K LinkedIn page growth**, and **4M+ views on top Reels**.

PROFESSIONAL EXPERIENCE

Marketing Project Lead

Hamiran Steel Company — Tehran, Iran | Jan 2026 – Present | 8 months

- Hamiran Steel is an industrial holding and a major supplier serving alloy steels and industrial/construction metals, industrial laser and cutting equipment, solar panels, and metallurgy services—from testing and heat treatment to cutting. Its customer base ranges from major manufacturers such as Iran Khodro and defense industries to small workshops, parts manufacturers, and individual customers.
- Built and launched the company's first direct-marketing infrastructure, establishing marketing letter and email marketing channels that previously did not exist; the programs are now actively running.
- Developed guerrilla marketing ideas and corporate gifting concepts, turning the company's own products and capabilities into **2 customized corporate gifts**.

Social Media & Content Specialist

Hamiran Steel Company — Tehran, Iran | Dec 2022 – Jan 2026 | 3 years 1 month

- Worked across B2B industrial marketing in a sector where social media content was largely limited to news-driven and academic communication, with little platform-native content tailored to social audiences.
- Transformed Hamiran Steel's social media approach by introducing platform-native, audience-focused content aligned with the brand voice, creating a more engaging and differentiated presence across the market.
- Grew Instagram from 14K to 42K followers through a differentiated content strategy built around platform-native formats and consistent editorial planning.
- Built the company's LinkedIn presence from **0 to 1,500** followers, establishing the channel's content strategy, copywriting, and creative direction from the ground up.
- Created short-form content and Reels concepts that generated **4M+ views**, using platform trends and audience behavior.
- Built and maintained monthly editorial calendars and adapted content, tone, and formats across platforms while maintaining brand consistency.
- Tracked engagement, reach, and follower-growth metrics and translated performance data into actionable recommendations for future content.
- Produced high-volume social copy, campaign messages, slogans, and UX microcopy in cross-functional collaboration with creative and website.

CORE COMPETENCIES

Content Strategy & Execution: Editorial Calendar Development, Platform-Specific Content Adaptation, Campaign Copywriting, Brand Voice Consistency, Reels & Short-Form Ideation

Channel Management & Growth: Instagram & LinkedIn Channel Management, Organic Follower Growth, Platform Trend & Algorithm Monitoring, Community Management (DMs & Comments)

Performance Analysis & Optimization: KPI Tracking & Reporting, Engagement & Reach Analysis, Data-Driven Content Recommendations, Performance Reporting to Stakeholders

TOOLS & PLATFORMS

Instagram, Telegram, LinkedIn, Meta Business Suite, Coco, Canva, Figma, CapCut, Google Tools, AI Workflows, Python (Basics)

EDUCATION

Industrial Engineering

Islamic Azad University, Parand Branch | 2015 – 2020

PROFESSIONAL DEVELOPMENT

Copywriting — Idea Art School, 2022 • Screenwriting — Idea Art School, 2022 • Digital Product Design — Iman Safa, 2021 • Campaign Design — Okala Gamification Workshop, 2024 • WordPress — Cando Engineering Institute, 2022 • Brand Marketing Bootcamp — DigiNext, 2026