

Mirali Hosseini

Sales and Marketing Ops & Digital Transformation Specialist



Personal Details

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Links

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Skills

- HUBSPOT
- SALESFORCE
- WEBFLOW
- GOOGLE ANALYTICS
- MIXPANEL

Dynamic and professional individual with a passion for digital transformation and growth. Demonstrated expertise in integrating sales, marketing, and engineering to design impactful campaigns and optimize CRMs such as HubSpot and Salesforce. Proven ability to leverage data analytics to drive informed decision making. Skilled at aligning strategies with business goals and enhancing efficiency through the use of advanced tools.

Work history

2024-03 -
Current

Freelance Digital Marketing Specialist

Self-Employed / Freelance Contractor, Zürich

- Designed and executed digital marketing strategies for private clients and small businesses, driving revenue growth and ROI.
- Specialized in SEO and SEA (Google Ads), improving website rankings and optimizing paid campaigns.
- Managed social media ad campaigns to boost engagement, reach, and conversions.
- Implemented email marketing campaigns to enhance customer retention and acquisition.
- Conducted data analysis with Power BI, delivering actionable insights for informed decision-making.
- Achieved consistent ROI growth through targeted, data-driven strategies.
- Built long-term client relationships through transparent reporting and exceptional results.

2023-06 -
2023-12

Outbound Marketing Manager

ORDERFOX AG, Zürich

- Designed and automated email marketing campaigns, newsletters, and product updates for international markets, boosting email open rates by 25% and click-through rates by 30%.
- Managed marketing and sales funnel data in HubSpot and Salesforce, ensuring hygiene through tools like Tableau, Excel, and SOQL.
- Generated leads for DACH and ROW markets, targeting over 80k companies while minimizing overlap in outbound marketing

- ASANA
- MIRO
- SOQL
- Power BI
- Keyword research
- Analytical skills

Languages

- English

Bilingual or Proficient (C2)
- German

Upper intermediate (B2)
- Persian

Bilingual or Proficient (C2)
- Azerbaijani

Bilingual or Proficient (C2)
- Turkish

Advanced (C1)

2022-03 - 2023-05

Revops Specialist

ORDERFOX AG, Zürich

- Played a pivotal role in optimizing sales and marketing operations by effectively managing and integrating Intercom, Salesforce, and HubSpot CRMs and other tools
- Streamlined lead generation and qualification processes, implemented data hygiene initiatives, and provided ongoing training to sales and marketing teams to ensure data accuracy and consistency
- Collaborated with cross-functional teams to align sales and marketing strategies

2021-12 - 2022-03

Sales Operation Intern

ORDERFOX AG, Zürich

- Involving in different projects such as enhancing sales operations efficiency by successfully implementing Salesforce and migrating data
- Conducted in-depth data analysis using various tools and CRMs, generating insightful reports that informed strategic decision-making
- Monitored weekly KPIs, identifying areas requiring additional focus or improvement efforts from the team as needed.

2019-06 - 2021-11

Part-time Employee

DENNER AG, Zürich

- Assisted customers with product inquiries, provided proactive support, and managed cash transactions efficiently while

simultaneously advancing German language proficiency.

2015-01 -
2016-07

Full-time Military Services

IRANIAN AIRFORCE, Tabriz

- Contributed to the successful completion of projects and ensured smooth operations by actively performing technical and administrative tasks within the Research and Development department of an Air Force base.
- Managed time efficiently in order to complete all tasks within deadlines.

2012-09 -
2014-11

International Communications Expert

Persian Seismic Retrofitting Institute, Tehran/Tabriz

- Efficiently managed the operational aspects of international conferences, ensuring seamless communication with international guests and overseeing responsibilities ranging from administrative tasks to executive-level coordination.
- Proven ability to learn quickly and adapt to new situations

Education

2024-10 -
2026-08

Master of Science: Digital Transformation

University Of Hull - Hull

2011-09 -
2014-06

Master of Science: Civil engineering, major: structure

Azad University - Tabriz

2007-09 -
2011-06

Bachelor of Science: Mechanical Engineering, major: manufacturing and production

Azad University - Tabriz

Personal Information

- Date of Birth: 09/15/89

- Nationality: Iranian
- Visa Status: C, Swiss permanent residence permit



Drivinglicense - Category

Cat. B



Certifications

2025-01	Data Analysis and Visualization with Power BI
2024-06	Google Digital Marketing and E-Commerce Professional Certificate
2022-09	Email Marketing on Hubspot