

Matean Rahmat

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PROFESSIONAL PROFILE

With 15 years across diverse industries, I excel at building brands and driving growth. I boosted brand awareness by 20% in 6 months at AL Fajer Trading and achieved 30% annual organic traffic growth at AlNajem AlMudi through strategic SEO, both leading to 20% online lead increases. I also championed multi-channel marketing, increasing brand awareness by 15% and new customers by 10% at MOBY Group. Passionate about data-driven decisions, content creation, and team collaboration, I thrived in client management, delivering a 25% brand awareness uplift and 10% sales lead growth at Canvas Advertising. Starting with building a solid brand foundation at Technologist's LLC, I consistently expanded my skillset, from lead generation campaigns to staying ahead of trends.

MAJOR ACHIEVEMENTS

- Increased brand awareness by 20% in 6 months through multi-channel marketing at AL Fajer Trading, driving a 15% surge in qualified leads.
- Achieved a 30% annual increase in organic traffic through strategic SEO at AlNajem AlMudi, resulting in a 20% boost in online leads.
- Spearheaded a multi-channel marketing campaign at MOBY Group, driving a 15% increase in brand awareness and a 10% growth in new customers.
- Delivered a 25% brand awareness uplift and a 10% sales lead growth for clients at Canvas Advertising, exceeding expectations.
- Established a solid brand foundation, implemented lead generation campaigns, and stayed ahead of marketing trends at Technologist's LLC, contributing to company growth and client success.

EXPERIENCE

Marketing Specialist

Best View Properties LLC

March 2025

Dubai UAE

June 2021 -

- Orchestrated digital marketing campaigns for Best View Properties in Dubai, enhancing online engagement since June 2021.
- Leveraged SEO and social media expertise to boost website traffic and leads.
- Led a skilled team to align digital marketing strategies with the company's growth goals.
- Played a pivotal role in achieving a record-setting quarter in property sales through effective marketing tactics.

Founder & CEO

Maha Digital Marketing Services

Kabul Afghanistan

Mar 2014 - Jul 2021

- Maha Digital Marketing Services was Afghanistan's first digital marketing company, breaking ground for the country's digital marketing landscape.
- Increased sales for all companies that contracted with MaHa Digital Marketing Services by over 41%.
- Increased brand recognition for all companies that contracted with MaHa Digital Marketing Services by over 634%.
- Led a team of 28 employees to serve over 31 companies.

- Increased brand awareness by 15% across various channels, including digital ads, influencer marketing, and public relations. This led to a 10% growth in new customers.
- Reduced cost-per-acquisition by 20% through A/B testing, budget optimization, and targeting strategies. Improved campaign performance and return on investment.
- Utilized analytics to track campaign performance, measure customer behavior, and identify areas for improvement. Increased marketing effectiveness and ROI.

Marketing Manager
Canvas Advertising and Media Services

Kabul, Afghanistan
Dec 2015 - Oct 2019

- Increased client brand awareness by 25% and achieved a 10% growth in sales leads. Provided effective marketing solutions and contributed to client success.
- Successfully delegated tasks provided mentorship, and ensured team collaboration to achieve marketing goals. Built a strong and productive team environment.
- Identified new business opportunities and developed successful proposals. Increased revenue and contributed to company growth.

Marketing Officer
Technologist's LLC

Multinational Company
Apr 2009 - Nov 2015

- Created marketing materials, and developed brand identity. Increased brand awareness and laid the groundwork for future marketing efforts.
- Stayed updated on the latest marketing technologies and strategies, continuously improving skills and knowledge. This laid the foundation for future career growth.

EDUCATION

Avicenna University

ranked in the top three universities in Afghanistan
BCS in Software Engineering

- Consistently achieved a high academic performance throughout the program, maintaining an average of above 94%
- Demonstrated a strong understanding of key software engineering principles and techniques, as evidenced by high grades in courses such as software design, algorithms, and programming languages
- Completed a capstone project that showcased strong problem-solving skills and the ability to apply theoretical knowledge to real-world scenarios

Habibia High School

Top-Tier school in Afghanistan
Diploma

- Led school debate club to the regional championship, honing persuasive communication skills.
- Volunteered as a peer tutor, fostering academic empowerment and building strong community ties.

Skills

Marketing Strategy
Campaign Management
Digital Marketing
Performance & Growth
Analytics & Optimization
Content & Engagement
Leadership & Management
Client & Business Development
Financial & Operations
Communication Public