



NIKAN NASR

MARKETING DIRECTOR

Growth systems. Teams. Scale.

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40+

Teams Led

50K

Audience Built

200K+

Traffic Scaled

\$4M+

Revenue Generated

EXPERIENCE

Marketing & Growth Director

2022–Now

Opofinance · Istanbul

Led marketing strategy, 15-person creative team, audience growth and affiliate networks for fintech platform.

- 50K Instagram followers (15mo, 7–8% engagement, organic)
- 15K YouTube subscribers via structured editorial strategy
- Onboarded 50+ affiliate partners; 85%+ retention
- Integrated AI production (Veo 3, Kling); 60% faster, 3X output

Head of Content & Digital Operations

2021–2023

PN Real Estate Istanbul

Directed media production and digital strategy for luxury real estate targeting international investors.

- \$4M+ revenue from \$5K budget (800:1 ROI)
- 20 qualified leads via SMS/WhatsApp targeting
- Built 5-person creative team and production workflows

Senior Digital Marketing & SEO Manager

2018–2020

Moje Shahr · Iran

End-to-end digital marketing and SEO for B2B SaaS portfolio.

- 3 domains ranked page-one for high-intent Persian keywords
- Scaled organic traffic from 50K to 200K+ monthly

Head of Customer Service

2009–2011

Shatel ISP · Iran

Led technical support operations and 20-person team for Iran's largest ISP.

SKILLS

Leadership

Team management · Budget ownership · Go-to-market strategy · Multi-market expansion

Growth

Audience growth · Social media · Technical SEO · Conversion optimization

Content & AI

Veo 3 · Kling · ElevenLabs · Video production · Web architecture

Analytics

Google Analytics · Looker Studio · Data-driven decisions · Reporting

LANGUAGES

English

Professional

Persian

Native

Turkish

Conversational

RESULTS

Audience & Content

50K Instagram followers, 7–8% engagement · 15K YouTube subscribers · 200+ monthly pieces

SEO & Traffic

200K+ monthly organic traffic · Page-one rankings for 3 domains · 4X traffic growth

Revenue & ROI

\$4M+ property sales from \$5K budget · 50+ active affiliate partners · 85%+ retention

Team Leadership

40+ professionals managed · Built 15-person creative team · Established systems & processes