

ARASH PAYAM

Digital Marketing Manager | Content Strategist | Video Editor

Location: Istanbul, Turkey (Open to Remote Opportunities)

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Portfolio: [Google Drive Showcase](#)

Professional Summary

Digital marketing professional with 7+ years of experience in content creation, video production, and social media growth. I've worked with startups, international clients, and personal brands across different industries, helping them create engaging content and strengthen their online presence. My background combines marketing strategy, content planning, video editing, and AI-assisted content production. Produced and edited 500+ videos for educational, commercial, promotional, and social media projects.

Core Skills

Digital Marketing, Content Marketing, Social Media Marketing, Content Strategy, Video Editing, Campaign Management, Influencer Marketing, Lead Generation, Brand Growth, Copywriting, CRM, AI Content Creation

Professional Experience

Digital Marketing Specialist & Video Editor | eCognition Labs (Remote, USA)

Dec 2024 – Mar 2026

- Planned and produced video, graphic, and written content for multiple brands.
- Managed content calendars and marketing activities across social platforms.
- Supported advertising campaigns for YouTube and Amazon.
- Collaborated with influencers and content creators to increase brand visibility.
- Contributed to audience growth through targeted content strategies.

Freelance Video Editor & Digital Marketing Consultant

Sep 2019 – Present

- Delivered marketing and video production services for clients in the United States, South Korea, Argentina, and Iran.
- Produced and edited 500+ videos across educational, commercial, vlog, and promotional formats.
- Advised businesses and creators on content strategy and audience development.
- Managed projects from concept to final delivery.

Sales & International Business Specialist | J Lian J Holding

Jun 2023 – Jul 2024

- Managed B2B communications with manufacturers, suppliers, and clients.
- Supported international sales activities and export operations.
- Assisted with customer acquisition and relationship management.

Video Editor | Mohsen Taherian Personal Brand

Oct 2021 – Feb 2023

- Edited educational content and supported content planning.
- Helped improve audience engagement and online visibility.
- Contributed to marketing efforts for digital products and courses.

Video Editor | Educational Course Production – Heydar Soleimanipour

Mar 2024 – Aug 2024

Video Editor | Farnaz Pirasteh YouTube Channel (Seoul, South Korea)

Oct 2021 – Feb 2022

Education

Bachelor's Degree in Architecture Engineering
Shahrood University of Technology

Software & Creative Tools

Adobe Premiere Pro | Adobe Photoshop | Adobe After Effects | Figma

AI Tools

ChatGPT | Midjourney | Gemini | Grok | ElevenLabs | Adobe Podcast

Language

English — Professional Working Proficiency

Selected Achievements

- Selected among Top 100 Short Films – Lift-Off Film Festival (UK)
- Selected among Top 100 Short Films – First-Time Filmmaker Sessions (UK)
- Official Selection – Cefalù Film Festival (Italy)
- Official Selection – Flickfair Film Festival (USA)
- Selected among Top 200 Photographs – Mobile Abstract Photography Awards (Russia)
- Second Place – Shahrood University Photography Competition