Mahdi Hamidi

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Summary

Growth and marketing leader with over 8 years of experience scaling B2B and B2C technology companies. Proven track record in designing integrated demand generation campaigns, rebuilding full-funnel marketing operations, and driving revenue growth through data-led GTM strategies. Adept at operating as a sole marketing resource to build infrastructure, content, and pipeline from the ground up.

Top Metrics

Revenue Growth: 90% YoY • **Conversion Rate Improvement**: 2x • **Community Growth**: 600%

Experience

March Health Antalya, Turkey
Head of Growth & Business Development *2024-10 - Present*

- Led cross-functional GTM strategy with product and clinical advisors, aligning roadmap to high-intent keywords and retention drivers.
- Shipped analytics stack (GA4/BigQuery) with attribution (Adjust/Branch) to track pipeline contribution and lead quality.
- Planned and directed booth, deck, and meeting strategy for HLTH and 10+ industry events, securing strategic partnerships and investor interest.
- Built and mentored a lean growth pod with weekly OKRs and experiment-velocity cadence to optimize LTV:CAC.
- Drove 200%+ app-install growth via ASO/SEO and brand expansion; sustained ~$3 CPI.

Mahannet Antalya, Turkey
Chief Marketing Officer *2023-11 - 2024-09*

- Delivered 90% YoY revenue growth, achieving the highest monthly sales in company history.
- Rebuilt full-funnel marketing operations from lead generation to retention, improving conversion rate by 2x.
- Introduced marketing-automation workflows and CRM segmentation, cutting manual workload by 40% and accelerating campaign launches.
- Directed brand repositioning and content revamp to strengthen customer trust and drive inbound demand.
- Collaborated with product and commercial teams to align offers, pricing, and communication for sustained profitability.

Sibapp Antalya, Turkey
Chief Marketing Officer *2023-11 - 2024-09*

- Scaled the largest iOS-focused app media platform in the region, growing community size by 600%.
- Drove 30%+ of total company revenue through optimized Google Ads campaigns with <10% ACoS.
- Led brand repositioning and messaging overhaul, improving loyalty and differentiating the brand in a saturated market.
- Managed a cross-functional team of performance marketers, designers, and content creators using OKR-based performance tracking.
- Delivered 90% YoY revenue growth, achieving the highest monthly sales in company history.

Gahvare Antalya, Turkey
Chief Marketing Officer *2023-11 - 2024-09*

- Built the multi-channel marketing stack (SEO/SEM, paid social, email/SMS, analytics) and defined funnel KPIs and dashboards.
- Launched Gahvareh College to upskill the team in growth, content, and lifecycle, standardizing playbooks and campaign QA.
- Led co-marketing partnerships to expand reach and drive qualified demand through joint campaigns.
- Delivered 90% YoY revenue growth, achieving the highest monthly sales in company history.
- Rebuilt full-funnel marketing operations from lead generation to retention improving conversion rate by 2 .

Sibapp Antalya, Turkey
Digital Marketing Manager *2021-07 - 2023-10*

- Increased organic traffic by 35% through SEO and SEM optimization across key app categories.
- Built and managed Google Ads and Apple Search Ads campaigns, improving acquisition efficiency and ROAS.
- Launched email and push-notification automation, raising re-engagement and retention rates.
- Scaled the largest iOS-focused app media platform in the region, growing community size by 600% and establishing a leading presence on Instagram.
- Drove 30%+ of total company revenue through optimized Google Ads campaigns with <10% ACoS, setting a new performance benchmark.

Skills

Demand Generation, B2B Marketing Strategy, Go-to-Market (GTM) Planning, Content Strategy, Marketing Analytics (GA4, BigQuery), CRM & Marketing Automation, Performance Marketing, SEO/SEM, Team Leadership & OKRs

Certifications

The Fundamentals of Digital Marketing, Google
Inbound Marketing, HubSpot Academy
Email Marketing, HubSpot Academy
Social Media Marketing, HubSpot Academy
Content Marketing, HubSpot Academy

Education

Master of Business Administration (MBA), Marketing & Business Strategy, University of Tehran, 2022
Bachelor's degree, Civil Engineering, Islamic Azad University, 2013