

# PEYMAN KALANTAR NAZARI

Digital Marketing Specialist | SEO & EdTech Operations(Prompt Engineering & n8n Automation)

## PROFILE

An accomplished Digital Marketing Specialist (5+ yrs) focused on driving organic growth (SEO) and developing automation solutions. Proficient in data-driven keyword analysis, Technical SEO, and UX optimization to enhance website rankings.

Founder of PromptBazar, a personal project focused on n8n automation and prompt engineering. Committed to delivering measurable results and bridging technical SEO with broader business goals.

## WORK EXPERIENCE

### ■ SEO Specialist & Operations Manager Tahlil Dadeh Institute ([tahlildadeh.com](http://tahlildadeh.com)), Tehran | May 2020 – Present

Managed core institute operations, including student registration funnels, administrative processes, and serving as the primary point of contact after the CEO. • Developed growth strategies for bootcamps by identifying emerging market trends (e.g., AI, Data Science), sourcing qualified instructors, and designing attractive program ideas. • Led comprehensive technical and content SEO, including keyword strategy, E-E-A-T adherence, and on-page optimization. • Monitored SEO performance using Google Analytics, Search Console, Ahrefs, SEMrush, and Screaming Frog. • Analyzed user behavior with Microsoft Clarity (Heatmaps/Recordings) to identify UX friction points. • Collaborated with tech teams to improve Core Web Vitals, implement Schema, and resolve technical issues. • Utilized CRO principles to optimize landing page user journeys.

### ■ Founder & Project Manager - [PromptBazar.ir](http://PromptBazar.ir) (Personal Project)

2025 – Present

Rapid Zero-Budget Growth: Achieved a top-tier ranking (Pos. #11) for the core keyword "Prompt Reference" (مراجع پرامپت) within just 2 months of launch.

📞 [09126871933](tel:09126871933)

✉️ [p.kalantar.n@gmail.com](mailto:p.kalantar.n@gmail.com)

📍 [Tehran, Iran](#)

LinkedIn: [linkedin.com/in/peyman-kalantar-nazari](https://linkedin.com/in/peyman-kalantar-nazari)

Github: [github.com/peyman5959](https://github.com/peyman5959)

## EDUCATION

### 2024 - 2025

DIGINEXT ( DIGIKALA )  
DIGITAL MARKETING & GROWTH  
COMPREHENSIVE COURSE

1999 - 2004

Bachelor of Science in Computer

Engineering - Software

Islamic Azad University, South Tehran

Branch

## SKILLS

- **SEO Specialties:** Technical SEO, Content SEO, Advertorial Strategy, Link Building, Competitor Analysis, E-E-A-T.
- **Automation & Prompt:** Prompt Engineering & AI Tools, Process Automation (n8n).
- **SEO & Analytics Tools:** Keyword Research (Ahrefs, KWFinder, Planner), Local SEO Tools (Mizfa, etc.), Analytics (GA, GSC), UX (Microsoft Clarity).
- **Marketing & Tech:** Market Research, Persona Development, Full-Funnel Strategy, Social Media (LinkedIn), CRO, WordPress
- **Management & Strategy:** EdTech Operations, Program Growth, Curriculum Trend Analysis, Instructor Sourcing, Project Mgt.

## WORK EXPERIENCE

## LANGUAGES

- Pure Organic Strategy: Accomplished this result with \$0 marketing spend, relying strictly on correct technical architecture, semantic content clustering, and advanced on-page SEO techniques.
- Platform Development: Developed an academy/marketplace for prompt engineering and n8n automation tools.
- Automation: Designed n8n workflows for automated content generation and user management.

- Persian: Native
- English: Intermediate

### ■ Iran Cactus | Founder & SEO Content Lead

2016 – 2020

- Founded a niche e-commerce business, driving sales purely through organic search (SEO) and content marketing.
- Conducted extensive keyword research to dominate the "plant care" niche in search results.
- Designed the website and managed the full product lifecycle from cultivation to online delivery.

### ■ Bazarkadeh | E-commerce SEO Manager & Founder

2012 – 2016

- Pioneered online home appliance sales by launching "Bazarkadeh" e-commerce platform.
- Managed SEO for thousands of SKUs, optimizing product descriptions and technical structure for indexing.
- Combined digital marketing tactics with sales operations to expand market reach.
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### ■ Iran Qeshm | Web Developer & SEO Specialist

2007 – 2012

- Designed and maintained the company's corporate website using HTML/CSS and early CMS tools.
- Implemented fundamental SEO strategies to ensure search engine visibility and correct indexing.
- Managed UI/UX updates to improve user navigation.