DANIEL DARA

AI Strategist | AI-Powered Marketing, Automation & Growth

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SUMMARY

AI-focused strategist and **digital marketer** with (9+ years) of experience helping startups and businesses grow through **SEO**, **marketing**, and **AI agent** development. Founder of **Sevin**, an AI chatbot that recommends digital products based on user needs. Comfortable building and deploying AI agents, automating workflows (Python, n8n, Zapier), and translating business needs into working AI systems and client-facing strategy.

WORK EXPERIENCE

Founder & AI Product Developer | Sevin AI (sevinai.com) **2026 – Present**

- Building and managing Sevinai, an AI chatbot that helps users choose digital products by recommending the best option based on their stated needs. from concept to deployment.

Digital Marketing Specialist | Remotasks (Remote) **Jun 2023 – May 2025**

- wrote marketing instructions for AI systems, evaluated the output, and refined prompts to improve quality.
- Raised cross engagement by 60% by building ad campaigns around audience insights.
- Increased organic traffic by 40% through keyword optimization and AI-assisted content creation (SEO).

SEO Specialist & Python developer | Pishgaman Asia (Insite) **Sep 2019 – Apr 2023**

- Grew brand reputation and revenue by an average of 64% over three years through **SEO**, content marketing, email marketing, Google Ads, PPC, and social media campaigns.
- Collaborated with the technical team as a **Python developer** to build multiple web applications, including appointment booking and customer support applications.

Web Developer & Digital Marketing Specialist (Freelance) **Apr 2017 – May 2019**

- Designed WordPress websites for businesses.
- Built and managed paid campaigns (PPC, display ads, social media) to grow sales pipelines.
- Developed growth marketing and SEO strategies for client businesses.

EDUCATION

- **Bachelor in Computer Software Engineering | [Azad University]** GPA: 19.20 / 20 **Oct 2014–2018**

SKILLS

- AI Agents & Automation: designing and deploying AI agents and chatbots, LLM-based tooling (Claude, ChatGPT, Gemini, DeepSeek, …), workflow automation (n8n, Zapier)
- AI-Powered Marketing: AI-assisted SEO and content, GTM and client-facing strategy
- Technical: Python, Django, HTML, JavaScript
- Digital Marketing: SEO & SEM, PPC, social media management, content, email marketing, video marketing
- Data & Analytics: Google Analytics, GA4, Search Console, Data Studio, HubSpot, Ahrefs, SEMrush, Hotjar
- Business: E-commerce, business strategy, team collaboration

SELECTED PROJECTS

Sevin AI — Building and managing Sevinai, an AI chatbot that helps users choose digital products. sevinai.com
Genesis — optimized company website through digital marketing and local SEO. genesis.com
Philips Avent — built a digital marketing plan with research, competitor analysis,ad campaigns. usa.philips.com
Pishgaman Asia — created and developed the digital marketing and SEO strategy. pishgamanasia.com
Chiselwood — created and implemented a local brand program to attract customers. chiselwood.co.uk
The Good Burger — implemented marketing strategy aligned with company goals. thegoodburger.com
Farzancard — created and developed the SEO strategy. farzancard.com

CERTIFICATIONS

- Digital Marketing with AI — Coursera (May _ Jul 2026); Fundamentals of Digital Marketing — Google (Oct 2025); Promote a Business with Online Advertising — Google (Oct 2024); Advanced Google Analytics — Google (Apr 2024); Master of Gray Hat SEO — Modir TV (Mar 2023)