



# Raha Teimuri

Social Media Lead · AI & Automation

## CONTACT

+39 389 561 7848

Rahateimuri@gmail.com

Portfolio · LinkedIn

## EDUCATION

### BBA & Economics

University of Rome "Tor Vergata"

Rome, Italy · 2018 – 2023

## SKILLS

Social Strategy & Brand Direction ● ● ●

AI Automation & Systems ● ● ●

Revenue & ROI from Social ● ● ●

Building Teams & Functions (0→1) ● ● ●

Creative Direction & Storytelling ● ● ●

Viral & Product-Led Content ● ● ●

Influencer & Affiliate Programs ● ● ●

Performance Tracking & Attribution ● ● ●

## TOOLS

GA4 & UTM Tracking ● ● ●

Looker ● ● ●

Final Cut / Canva ● ● ●

Figma ● ● ●

Monday.com & Miro ● ● ●

## LANGUAGES

Persian C2

English C1

Italian B2

## CERTIFICATES

Project Management · Udemy

SEO Foundations · LinkedIn

SEO with WordPress · Coursera

Social media lead with **5+ years** owning strategy, creative, and growth for consumer brands across European and North American markets. I build teams and content systems from the ground up, using **AI and automation** to scale production end to end, from UGC to influencer and affiliate programs that turn reach into revenue. Proven record launching accounts from zero to **1M+ followers**, directing campaigns past **50M views**, and leading creative on partnerships with **Paul McCartney and Wings, David Bowie, and Warner Chappell Music**.

## WORK EXPERIENCE

### Social Media Lead

Sep 2025 – Current

Yousician & GuitarTuna

- Launched and lead social for Yousician & GuitarTuna, building the content function **from zero** and running daily content across **6 channels** on a lean freelance model (~70% cheaper, saving **~€35K+/year**).
- Tie every initiative to company goals, tracking content, affiliate, and campaign performance against installs, **ROI, and revenue**.
- Launched the influencer & affiliate program end to end, scaling to **15+ affiliate partners** this year.
- Led social media and brand voice on global artist partnerships with **Paul McCartney & Wings, David Bowie, and Warner Chappell Music**.

### Social Media Team Lead

Jun 2024 – Sep 2025

Carpe Diem Tours · Rome, Italy

- Scaled TikTok **0→447K**, Instagram to **311K**, YouTube to **88K**, all organic.
- Led and mentored a team of 4+ social managers across Rome and Florence; recruited in London, Barcelona, and Lisbon.
- Partnered with engineering on tracking (GA4, UTM, Rezdy, Looker), identifying **€80K+ in direct bookings**.

### Social Media Manager

Apr 2023 – May 2024

Carpe Diem Tours · Rome, Italy

- Created viral TikToks driving **100K+ follower growth in 3 months**; one video reached 20M+ views.
- Filmed and edited a viral video that drove **€40K in bookings in 2 days**, becoming a core sales-funnel asset.

### Content Creator

Sep 2022 – Mar 2023

Carpe Diem Tours · Rome, Italy

- Built Carpe Diem's social presence from zero into one of Rome's most viral tourism brands.
- Produced and edited 500+ videos and launched 6 city/brand accounts, training creators to scale each.

### Social Media Consulting & Coaching

Ongoing

Independent · Rome

- Advise early-stage creators and brands on content strategy, growth systems, and community building.

## SELECTED RESULTS

**1M+**

Followers grown organically

**50M+**

Campaign views directed

**€80K+**

Direct bookings driven

**Daily**

Content output, from zero