



ESMAT AKHGAR

Digital Specialist



+1 (510) 921- 4264



esmat.akhgar@gmail.com



esmatakhgar.com



EXPERIENCE

Senior Digital Marketing Specialist

2022 - Present

Starboard Commercial Brokerage | San Francisco, CA

- Rebranded visual identity.
- Redesigned the website with advanced features.
- Built a lead generation system and integrated AI into marketing workflows.
- Managed SEO, email campaigns, social media, and listing updates.
- Created digital and print marketing materials.

Digital Marketing Manager

2021 - 2022

Winning Colors Inc | San Francisco, CA

- Rebranded company visuals and messaging.
- Designed and launched a new website and Managed SEO.
- Managed social media and ad campaigns.
- Produced photo, video, and marketing content.
- Boosted online presence and engagement.

Visual Media & Real Estate Marketing

2020 - 2021

Focused Aerial Photography | Bay Area, CA

- Captured HDR photos and aerial drone footage.
- Produced 3D Matterport and video tours.
- Delivered full media packages for listings.
- Coordinated directly with agents and clients.
- Supported marketing for residential and commercial properties.

Branding & Digital Marketing Specialist

2014 - 2020

CalKite Inc. | California (Freelance)

- Designed brand identities and marketing materials.
- Built custom WordPress and eCommerce websites.
- Managed SEO, Google Ads, and email campaigns.
- Created visual content: graphics, photos, and videos.
- Helped clients build and grow their online presence.

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PROFILE

Creative and results-driven Senior Digital Marketing Specialist with 11 years of experience building brands, developing online strategies, and leading marketing initiatives from the ground up. Skilled in branding, web design, SEO, paid ads, content creation, and marketing automation. Proven ability to transform business goals into powerful digital campaigns using data, design, and the latest technologies—including AI-driven tools. Experienced in managing full marketing operations for companies across real estate, design, and eCommerce sectors. Known for delivering strong ROI, clean visuals, and consistent brand growth across digital channels.



EXPERTISE

- Digital Marketing Strategy
- Branding & Visual Identity
- Website Design (WordPress & eCommerce)
- SEO (Rank Math & Yoast)
- Social Media Management
- Email Marketing (Mailchimp & CRM Tools)
- Content Creation (Photo, Video, Graphics)
- Google Ads & Online Advertising
- AI Tools in Marketing Automation
- Marketing Collateral Design (Print & Digital)
- Lead Generation Systems
- Drone Photography & Videography (FAA Certified)



EDUCATION

Bachelor's Degree - BCS (Computer Science)
(2011 - 2014) Pune University (Fergusson College)

Bachelor's degree, Mathematics
(2007 - 2011) Kabul University



PORTFOLIO

Graphic Design Portfolio:	https://esmatakhgar.com/design/	Open Link
Web Design Portfolio:	https://esmatakhgar.com/web-design/	Open Link
Visual Branding Portfolio:	https://esmatakhgar.com/branding/	Open Link
Commercial Photography Portfolio:	https://esmatakhgar.com/photography/	Open Link