



MASIH POURMOALEM

CTO (CHIEF TECHNOLOGY OFFICER)

CONTACT



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CORE COMPETENCIES

SERVICES

Technical
Leadership

DevOps &
Infrastructure

Security
Hardening

Web
Performance

Platform
Engineering

SEO &
Growth

Branding
& Design

ABOUT ME

MY STORY

I've spent over a decade building and improving digital products and the systems behind them—across engineering, infrastructure, security, and performance. What drives me is taking complex, real-world problems and turning them into scalable solutions that teams can maintain, trust, and evolve.

Over time, my role has grown from execution to leadership: setting technical direction, improving delivery and reliability, mentoring teams, and connecting engineering decisions to business outcomes. I bring a practical mix of technical depth and product/brand understanding, which helps me collaborate effectively across design, marketing, and operations.

PROFESSIONAL SUMMARY

CTO and Technical Lead with 12+ years of experience building and scaling secure, high-performance web platforms. Delivered measurable outcomes: ~90% reduction in malicious traffic, 48% sales lift, and 40% conversion gains through architecture, automation, and performance work. Expert in DevOps, security hardening, and reliability—from design to deployment and observability. Collaborated with teams in USA, Iran, Canada, China, Kuwait, and Germany. Combines strong technical skills with product, brand, and SEO to drive clear business impact.

LANGUAGE SKILLS

English



Persian



JOB EXPERIENCE

WORKING WITH

Present

CEO (Chief Executive Officer) & CTO (Chief Technology Officer)
Alpha Digital Marketing

Alpha Digital Marketing is a leading digital marketing agency specializing in providing comprehensive and innovative marketing solutions.

Present

Owner and Founder
Deskio, Picklink, Seoscore

Deskio.co
Picklink.me
SEOScore.pro

2014 - 2017

Founder & CEO
Inch Sport Online Store

Founder, CEO (Chief Executive Officer), and owner of an online store that sells sports equipment and accessories.

2012 - 2013

company representative
Nasir Industrial & Construction Company

Representative and spokesperson of NICC company with Danieli company to manage correspondence and communication.

2011 - 2012

Industrial documentary filmmaker and photographer
Isfahan Steel Company

Documentation and archiving of the industrial processes, machinery, and equipment based on project deadlines for construction engineering fields including civil, electrical, mechanical and facilities.

2010 - 2011

Internal management
The International Transportation Company of Pars

Implementation of efficient systems for workflow, communication, and collaboration. Development and implementation of strategies to improve organizational efficiency and effectiveness.



EDUCATION

STUDIED AT

**M.Sc. in Computer Engineering
Cybersecurity**

University of Isfahan
2016 – 2019

B.Sc. in Nuclear Physics

Payame Noor University (PNU)
2009 – 2014

SKILLS

TECHNICAL ABILITIES

Network

Network design & security

Design and implementation of internal and external network infrastructure (short- and long-range, wired and wireless). Security hardening, monitoring, and alerting for availability and threat detection. Experience in selecting and governing network equipment, monitoring platforms, and storage (NAS) for startups and growing teams.

Network monitoring & performance

Design and operation of network monitoring and performance management: traffic analysis, bandwidth oversight, mapping, and alerting. Ability to recommend and maintain monitoring and management solutions for uptime and troubleshooting.

Content delivery & edge

Strategy and implementation of content delivery and edge caching to improve performance and user experience across regions. DNS, security, and load-balancing considerations for high availability.

Storage & data infrastructure

Design and recommendation of network-attached storage and data infrastructure for backup, collaboration, and performance-aligned with business scale and security requirements.

Website

Web performance optimization

End-to-end web performance: Core Web Vitals, page speed, and optimization (compression, caching, asset delivery). Experience targeting strong performance scores and measurable improvement in load times and UX.

Multi-layer caching

Design and governance of multi-layer caching (edge, in-memory, application-level) for scalability and reduced origin load. Strategy for cache layers and expiration for high-traffic and resource-heavy applications.

Web development (CMS & custom)

Design and delivery of sites and applications via major CMS platforms and custom stack (HTML, CSS, PHP). From landing pages and blogs to e-commerce and product catalogs—with focus on maintainability and alignment with business goals.

Accelerated Mobile Pages (AMP)

Implementation of fast-loading, mobile-optimized pages in line with AMP guidelines for speed and mobile experience.

Payment & commerce integration

Integration of domestic and international payment gateways and commerce flows. Secure, compliant implementation and ongoing operation for online revenue.

SECURITY

Application & infrastructure security

Hardening against common attacks (injection, CSRF, DDoS, brute force). Security design for applications and servers, plus vulnerability assessment and remediation.

SSL / TLS & certificates

Strategy and implementation of SSL/TLS and certificate lifecycle (DV, EV, OV, single/multi-domain, wildcard) for encryption and compliance.

Security testing & remediation

Security testing and remediation workflows: identifying vulnerabilities and driving fixes. Experience with security scanning and hardening in production-like environments.

SEO & GEO

SEO strategy & execution

Full-spectrum SEO: audit, keyword and competitor research, on-page and technical SEO, backlink strategy, and ranking tracking. Ability to set SEO direction and tie it to traffic and business outcomes.

Analytics & tag management

Web and user analytics, conversion tracking, and tag implementation. Design of measurement and attribution for marketing and product decisions.

SKILLS

TECHNICAL ABILITIES

Search & GEO

Strategy and execution for visibility in traditional search and in AI/generative answers (GEO). Audit, tracking, and reporting aligned with business goals.

Professional SEO analysis & reporting

Proficiency in optimizing websites, minifying codes, and increasing loading speed through techniques such as compression, brotli, HTTP/2, Gzip, and deferred loading.

CLOUD

Cloud integration

Design and implementation of cloud integration across systems: APIs, microservices, and containers. Aligning cloud choices with architecture and business needs.

Server & hosting administration

Administration of hosting (cloud, VPS, dedicated, shared) and control panels: email, DNS, SSL, backups, updates, and migrations. Focus on stability, security, and minimal downtime.

Virtualization

Design and management of virtualized environments for workload isolation, resource use, and internal/external network sharing where needed.

MARKETING

Marketing strategy & execution

Data-driven marketing: segmentation, targeting, and campaign design. Experience with multi-channel, affiliate, and membership-style models and with linking marketing to ROI.

Content & advertising

Content strategy and execution (including principles of persuasion and conversion) for web and social. Ability to align content and ads with business and product goals.

Product & marketing analytics

User behavior and conversion analytics to support product and marketing decisions. Setting up tracking, reporting, and interpretation for optimization.

Business fundamentals

Use of SWOT, KPI, branding, business and marketing planning, and market research in technical and product decisions.

Email & marketing automation

Design and implementation of email templates and flows (responsive, cross-client). Integration with automation and CRM where relevant.

SOCIAL

Social media strategy & operations

Strategy for social channels: planning, scheduling, and performance analysis. Experience with management and analytics platforms.

Platform APIs & data

Use of social and advertising platform APIs for integration, data access, and analytics to support marketing and product work.

Chatbots & messaging automation

Design and implementation of chatbots and messaging automation for support, engagement, or workflows.

MOBILE

Cross-platform mobile

Mobile development and state management, UI, and third-party integration for cross-platform (e.g. Flutter-style) apps.

Progressive web & hybrid apps

Conversion of web properties into installable or app-like experiences (PWA, hybrid) for Android and iOS where it fits the product strategy.

CREATIVE

SKILLS

TECHNICAL ABILITIES

Video production & post-production

End-to-end video: editing, motion graphics, VFX, color grading, and light correction. Setting quality and workflow standards for commercial and brand content.

AI-assisted video

Use of AI in video workflows for faster delivery, cost control, and scale-with oversight of quality and consistency.

UI / UX & design

UI/UX principles and user-centered design: layout, typography, and product experience to align design with business and technical constraints.

Audio production

Audio editing, mixing, and mastering for video and content—noise reduction, levels, and basic sound design where relevant to deliverables.

Productivity & collaboration tools

Effective use of office, documentation, visualization, and collaboration tools for project coordination, documentation, and cross-team work.

IMPACT & RESULTS

KEY ACHIEVEMENTS

Security & Infrastructure

- Architected custom firewall with behavior-based bot detection and Cloudflare Turnstile integration; **90% reduction** in malicious bot traffic and server load while keeping useful crawlers unaffected.
- Designed file and activity monitoring for backdoor and abuse detection; central logging and anomaly alerts for faster response.
- Implemented security assessment, SSL/TLS hardening (A+), WAF configuration, and attack-path-aware remediation for enterprise environments.

Revenue & Conversion

- Built bulk price and discount automation for a **10k-product** catalog; 24/7 scheduled rotation; **48% sales increase**; removed manual discount management.
- Delivered real-time session analytics and AI-driven product recommendations; **up to 30% higher engagement** and **40% conversion improvement**.
- Built revenue-to-cost model and campaign tracking; A/B testing and conversion measurement; led to more efficient ad spend and revenue-positive campaigns.

Scalability & Performance

- Designed multi-layer stack: LiteSpeed (app), Nginx (static/CDN), KeyDB (object cache) for high-traffic sites; clear separation of concerns and efficient resource use.
- Implemented **database sharding** for e-commerce and analytics; horizontal scaling, faster queries, lower bottlenecks, parallel analytics across shards.
- Built cache warming (train cache) for full-site preload; proactive cache fill via scheduled scripts; faster response including first hits.

Platform & Product

- Implemented **enterprise search** with distributed index, relevance tuning, faceted filters, synonyms, typo tolerance; per-tenant indices and tunable relevance.
- Built **CauseNFT** (Web3): photo-to-NFT flow on Polygon, MetaMask delivery, funds for UN SDGs; end-to-end Web3 product for fundraising.
- Delivered **native Android and iOS CRM apps** (DATISS CO) with role-based access; field data entry, push notifications; tighter alignment across sales, warehouse, accounting, and operations.

Data & Infrastructure

- Designed **NAS shared storage** for architecture teams (SMB/NFS, RAID, SSD cache); low-latency shared storage for 3D workflows.
- Implemented **NAS backup** for dedicated servers; scheduled FTP, RAID, remote access; reliable full-server backup and recovery.
- Built **organization-wide monitoring and activity logging**; KPIs, performance metrics, sensitive-data oversight; on-prem and cloud.

Automation & Operations

- Built order-status automation with shipping/warehouse APIs; SMS, email, and panel notifications; fewer operators and smoother order communication.
- Connected e-commerce to CRM (DATISS CO); customer and order handling moved to CRM with better visibility and control.
- Implemented **third-party script layer** (deferred/async, local caching); many integrations without blocking page load.

Other Notable Projects

- Streaming and video platform with membership, monetization, and wallet (AXOR); self-hosted delivery.
- Zero-content real estate site with MLS API (NEXTDOOR); real-time listing ingestion, no manual content.
- Encrypted per-user download links for digital products (ALPHAPLANET); reduced piracy and improved access control.
- AI chat and queue for 24/7 multilingual support (GILDADATE); real-time translation, queue with wait-time estimates.
- Data pipelines for market research, leads, competitor intelligence; data-driven decisions and new sales channels.
- Network management and monitoring; traffic analysis, bandwidth control, attack detection, policy enforcement.

CERTIFICATE

CERTIFIED EXPERT

2018

Google Hacking & Network Security Certificate

Enhance network security skills with advanced Google search techniques to detect vulnerabilities and protect against cyber attacks.

2017-2019

Comprehensive SEO Certificate

Comprehensive SEO course covering keyword research, on-page optimization, link building, technical SEO, analytics, and reporting. Equipped with knowledge and skills to develop effective SEO strategies for driving organic traffic and improving search

2010-2012

Photography Certificate

Photography Certificate specializing in advertising, industrial, portrait, landscape, and photojournalism.

2014

HR Management Certificate

The educational certificate in Human Resource Management from the Office of the President of Iran.

2014

Change Management LL-C Certification

The educational certificate in Change Management from LL-C Certification.

2014

Change Management Certification

The educational certificate in Change Management from the Office of the President

2001-2009

Certified Painter

Completed professional courses in oil painting, watercolor, gilding, ink drawing.

OUTSTANDING PROJECT PORTFOLIO

Highlighted Experience

Amber Welton

Implementation of Amber Welton's personal branding website and portfolio showcasing interior architecture samples.

Brazilian Hair

Implementation of an e-commerce website for a beauty and personal care store and a landing page for Kuwaiti company Brazilian Hair, with the ability to book salon appointments for customers in the GCC region.

Bonadhensive

Implementation of a bilingual website showcasing the products of Bonadhensive, a chemical adhesive and resin industry company.

Classic Banner

Implementation and SEO of a classic landing page website for a banner wholesale business in China, which successfully secured 32 representatives in Iran.

Livartisanal

Development of the Livartisanal online store website, specializing in packaged nuts and operating in Canada and North America. The website will be built using two powerful e-commerce platforms, WooCommerce and Shopify, to provide a seamless shopping experience.

The Residences Next Door

Design and implementation of the website for "The Residences Next Door" a real estate consulting firm in Canada, including integration with the MLS website through an API. This will enable seamless access to real estate listings, ensuring up-to-date and comprehensive information for potential clients.

Olivia Katheryn

Creating a website for Olivia Katheryn's blog and cooking recipes in Canada.

Naramata Lakeside

Designing an enticing and captivating hotel reservation website showcasing the beauty of Naramata's lakeside in Canada, aptly named "Naramata Lakeside."

Nourished

Refining and debugging the code for the Nourished blog and cooking recipe website.

Pezeshkzad Academy

Managing the social media presence of Dr. Pezeshkzad, including the design of a personal branding website. Additionally, developing a comprehensive online platform for Iranians residing in Canada, focusing on education and cultural enrichment. This includes branding packages, Telegram and Instagram management, as well as video graphics production.

Sofy

Implementation of the landing page for Sofy, a debugging script and website system.

Swoon Cards

Designing and implementing the Swoon Cards website, including a landing page, e-commerce functionality using WooCommerce, Amazon, and Shopify engines, as well as a blog section. The website will be created using the Muffin and Elementor editors.

The Worth

Complete implementation of The Worth landing site for a digital marketing company, utilizing Slider Revolution.

Whiskey Whisdom

Designing a website to showcase the products and company of WhiskeyWhisdom.

CauseNFT

Complete implementation of an NFT e-commerce website for causeNFT company, aimed at promoting the United Nations Sustainable Development Goals (UNSDG) program using cryptocurrency as the payment method with a fixed exchange rate. The website will also incorporate an API from OpenSea for NFT transactions, as well as the integration of a NFT gate for accessing site features.

Apnomed

Designing a trifold brochure for the company Apnomed to be presented at the University of Washington.

CLIENTS

MY PARTNERS



causenFT
WHAT'S YOUR CAUSE?



naramata



ID8 DESIGN STUDIO



KING & BAY



HWPO
EARNED, NOT GIVEN



SOFY
INTELLIGENT TESTING



— Olivia Katheryn —

