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## **EXPERIENCE**

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**GSM** (Media Company, has 8 magazines and 2 websites, 2<sup>nd</sup> in the national industry)

Tehran, Iran

*Manager of Informative websites*

*June 2011 to present*

- Coordinated two different teams for content management in “gsm.ir” and “shahcar.com”. As a result, CEO was satisfied with product, in terms of cost and quality.
- As a project manager, Led a team of 5 for design, development and content generation of a new website. Apart from on time delivery, the project was in maximum quality within budget limitations.
- After resignation of two people in company, Became project manager for redesigning gsm.ir. The result of excellent coordination between 3 different teams was achieving milestones, and project is now in progress with minimum delay.
- Was in charge of Implementing balance scorecard for two websites, which is expected to align products within corporate strategy.

*B2C Marketing Manager*

*February 2011 to present*

- Designed new and innovative revenue lines for existing product. Based on that, a proposal was prepared and accepted for more cooperation with telecommunication companies.
- Designed and implemented a Marketing Plan for a new product launch. As a result, thousands of people registered in website.
- Monitored trend of market and suggested a revision plan for existing products. The plan was a starting point for redesign project of gsm.ir.
- Analyzed market of informative websites and realigned product strategy. The new strategy was a basis for 2 different product lines.
- Assessed pricing mechanism in both company and industry level and proposed a new pricing model. A new model was accepted by CEO and will be used in new products.

*Marketing consultant*

*May 2010 to February 2011*

- Redesigned and managed market research program including online questionnaire, telephone and newsstand survey and created a databank of customer and competitors characteristics. In comparison to previous system, total saving was %80.
- Prepared a report for website trends, by means of Google Analytics. The report have changed managers attitude toward products. (Also received a certificate from Google.)
- Designed and standardized sales analysis process which enables product managers to find out competitive position of product.

**Khodkar Sanat** (mechanical automation, Start-up Company)

Isfahan, Iran

*Cofounder and project manager*

*2008 to 2010*

- Built a relationship with large corporations as a project based group, which led to sign three contracts.
- Led a team of four engineers, for designing and manufacturing Basta packaging machine, which is a specialized machine for food industry. The value of contract was about \$25,000. Apart from on time delivery and qualified products, the machine was also patented.

**Kalleh** (FMCG, dairy and ready food products, 1<sup>st</sup> in the national industry)

Tehran, Iran

*Summer internship (Marketing specialist)*

*summer 2010*

- Proposed a solution to overcome problems of new product-launch of three-tire sauces. Was offered a job opportunity.

## **EDUCATION**

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**Sharif University of Technology**

Tehran, Iran

*Master of Business Administration(in Marketing)*

*fall 2011*

- Worked on different Marketing issues including diffusion (in product launch) and value map (in pricing)
- TA for Marketing Management course.
- GPA: 17 out of 20

**Isfahan University of Technology**

Isfahan, Iran

*Bachelor of Science, Mechanical Engineering*

*fall 2008*

- Researched on rotary milling tool for thesis and patented a new milling tool.
- Published two papers on rotary tools in national conferences. (ASMC 2009 and NNMC 2009)

## **HONORS**

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- Qualified individual for Google Analytics 2011
- Member of NODET (National organization for development of exceptional talents) 1997 -- 2004
- Ranked 25<sup>th</sup> in MBA and 50<sup>th</sup> in manufacturing in National Entrance Exam, respectively. (in both cases among more than 10,000 applicants) 2009
- Received “Judges Choice” Award with IUT team, 6<sup>th</sup> International Robotics Competition (MATE) NL, Canada 2007
- Ranked 3<sup>rd</sup> in SheikhBahai National entrepreneurial festival. 2009

## **ADDITIONAL**

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- English (fluent), Persian (native), Arabic (Intermediate).
- Interests include e-business, marketing communication, photography, and literature. (won an award in national photography and poetry festivals)
- Expert in IT (MS Office, Adobe collection, web design, multimedia and ...)