

MEHRAN SAHRAEE



MARKETING BRANDING

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PROFILE

I am a flexible and experienced leader with excellent time management skills. I am a good communicator with proven interpersonal skills and am used to working in a team whilst also being capable of using my initiative. I am skilled in dealing with problems in a resourceful manner and negotiating to achieve beneficial agreement. I am always enthusiastic to learn and undertake new challenges.

LANGUAGE

English



SOFTWARE SKILL

Adobe photoshop



Adobe illustrator



Adobe indesign



Adobe after effects



Adobe premiere



Microsoft word



Microsoft excel



Microsoft powerpoint



Education

Masters

MBA, Strategic management from 2018 to 2021
Shahid Beheshti University

Master period gives me business related point of view more than past. between bachelor's and masters i found myself passionate in marketing, branding, digital branding and similar fields. so i started studying for MBA exam.

Bachelor's

b.a of Architecture Engineering from 2013 to 2017
Imam Khomeini International University

When i graduated from high school, i was looking for a field for study. then i started to research to find my passion. so i saw the practical education of architecture students and since i was good at artistic implementations i chose architecture. it gives me an artistic point of view and design thinking model.

Skills

Digital Branding

Set marketing objectives. choose appropriate social channel. identify target audiences. create persona which drives us to create align content with our target audiences. check the buying cycle and decision making in order to create practical content. Generate guidelines, terms and policies for social media. generate campaigns, campaign objectives, strategies, background and measurable outputs of the campaigns

Develop marketing plan

Generate and establish marketing plan and implement them with observance on relevant marketing principals. devise marketing strategy. codification terms and policies of selected strategies and perform relevant programs.

Market research

Researching market in order to understand the target audience totally and generate the potential customer persona in direction of create effective online and offline content, better perception of buying cycle and decision making. identify the market personality and finally achieve better selling system

Campaign ideation and implementations

Ideation and implementation for offline and online campaigns and then measure the financial and non-financial outputs of them, from instagram and other social media campaigns to events, van campaigns and other offline models

Product development

Develop the digital or physical product from zero phase to MVP and beyond. identify the need or pain and design a product-based solution that can impact people and organization, from conceptual product, building the product roadmap, identifying which goals are central to develop first, developing the minimum viable product. this cycle will never end until the sunset of product

Strategic management

Strategic management is based around an organization's clear understanding of its mission; its vision for where it wants to be in the future, and the values that will guide its actions. Unlike once-and-done strategic plans, effective strategic management continuously plans, monitors and tests an organization's activities, resulting in greater operational efficiency, market share and profitability.

Business strategy

A business strategy is the combination of all the decisions taken and actions performed by the business to accomplish business goals and to secure a competitive position in the market. It is the backbone of the business as it is the roadmap which leads to the desired goals. Any fault in this roadmap can result in the business getting lost in the crowd of overwhelming competitors.

Google sketchUp

Autodesk autocad

● SEO TOOLS

- Google analytics
- Google search console
- Google tag manager
- Microsoft clarity
- Hotjar

● ONLINE ADVERTISING

- Google adwords
- Yektanet
- Tapsell

● Personal skills

■ Soft

Communication skills | Critical thinking
Leadership|skills | Ambition|Teamwork
Common sence | Work under pressure
Situational awareness | Creativity
Willingness to learn|Empathy

■ Hard

Project management
Interpreting data
Financial knoledge
Artistic knowledge
Troubleshooting
Print industry knowledge
SEO/ SEM marketing
Acting skills
Business analysis
Cryptocurrency knowledge
Professional driving
Automotive knowledge
Cloth manufacturing knowledge

● Interests

Architecture
Parkour
Business
Drift
Finance
Clothes
Acting
Trading
Offroad
Cars
Driving
Rock climbing

● Experiences

● PIO COMPANY - Intelligence car management

Marketing team member | 2020-Now

Pio is one of the companies active in the field of automotive technology and the creator of intelligent car management systems by smart gadgets and applications.

I work for Pio in Marketing, Sales and content production.

Also in designing and running online and offline campaigns to debug the initial product, raise brand awareness

And I cooperate in benchmarking the target market. In Pio, the marketing team has the most contact with the content production team to produce content that is in line with the needs and interests of the target audience.

In this company, I have earned experience such as testing the minimum product market, designing and executing packaging, brainstorming, designing and running online and offline campaigns, acting and producing video content, designing and executing and preparing exhibition events, presenting campaigns output reports. turn potential customers into actual ones, worked under pressure, design and oversee the printing of exhibition flags, and gain similar experiences.

● MEHRSAM TEJARAT PARS - Print & design

Sales supervisor | 2019-2020

Mehrsam is a printing and design agency. my job was supervising sales and organize sale team's program and create and edit online and offline sale program's. there i got skilled in e-commerce, principals of landing pages design, telephone marketing.

● KITSCH BOOK - Manufacture & retail

Digital marketing manager | 2018-2020

Kitsch book is a producer of fancy stationary. implementation of online sale through website and Instagram was on me. from Designing the site with wordpress platform to photography of products and the upload them adn execute campaigns on instagram and other platforms like yektanet.

● CARISMA Start-up - car maintenance

Co-founder | 2017

An start-up which was active in online car services with water- free nano- carwash. I was executive manager and Co-founder for about one year that i was able to launch the project after 2 month and serving to 10 costumer per day by offline marketing and online promotions.

● KHODRO CLINIC Start-up - car services

Executive manager | 2017

An start-up which was active in online car services which starts with water- free nano carwash in the costumer place like home or everywhere. i was cooperating with them for about 6 months that i could bring the project to the execute level

● FLUSH ART group - advertising

Co-founder | 2016

An art group which create visual content for generally cofe and restaurants. the created content was most photos, video clips and graphics like menu and banners. i was working with them for about one year. there i learned to work with cameras and understand artistic dimation of frames.

● About me

I was born on October 17, 1992, on an autumn day in Tehran.

My childhood was spent next to cars, that's why except for other abilities; cars, driving and repairing them became part of me.

And in every moment of my life, I tried to be the best at driving and, of course, this was a life lesson for me; because being the best at everything requires a lot of effort.