



Vahid Rostami bani

Marketing Manager at Tiexpress
Bachelor of Business management
Azin Khodro

Personal Information

Age: 38 Years
Gender: Male
Location: Karaj
Marital Status: Married
Military Service Status: Completed

Contact Details

Phone: 02633554579
Mobile: 09395657120
Email: vahidrostamibani@gmail.com
Address: Alborz-Karaj
LinkedIn: [Page link](#)

Exprience & Salary

Work Experience: 14.5 Years
Salary Expectation: 15 - 20 Million Tomans

Samples

- <https://www.modaresanesharif.ac.ir/>
- <https://www.linkedin.com/in/vahidros...>

Last Update: 29 October 2022
Reference ID: JV-41882550

Work Experience

Marketing Manager

January 2022 until June 2022 (5 months)
Iran Tehran

Tiexpress

- Account management for service and content providers
- Social media and public relations management
- PWA acquisition and curation
- Digital advertisement management
- Campaign management and KPI analysis
- Marketing ROI analysis
- Business development
- Market

Main Activities:

- Develop new ideas for campaigns
- Plan 360° integrated marketing campaigns
- Strictly implement and control campaigns through all online/offline channels
- Omnichannel advertisement by utilizing ATL, BTL, and TTL techniques
- Consolidate all paid, owned, and earned media through every touchpoint including but not limited to social media, press release, display banner, native banner, email, SMS, push notification, video pre-roll, billboard, print material, event, sponsorship, podcast
- Define campaign metrics and KPIs such as impression, reach, open rate, CTR, engagement rate, conversion rate, ROI, ROAS
- CPM, CPC, CPI, CPA,CPO advertisement
- Select and supervise partners, media owners, and marketing agencies based on campaign goals and budget
- Affiliate marketing
- Influencer marketing
- Create detailed reports for campaigns
- Analyze campaign data to enhance channel efficiency and campaign productivity
- Business development
- Partnership management
- Accountable for contract and negotiation
- Event planning
- Branding

Digital Marketing Manager

June 2021 until December 2022 (6 months)

Iran Avandfar (Doctor Jila)

Iran Karaj

Main Activities:

- Develop new ideas for campaigns
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- Omnichannel advertisement by utilizing ATL, BTL, and TTL techniques
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- CPM, CPC, CPI, CPA, CPO advertisement
- Select and supervise partners, media owners, and marketing agencies based on campaign goals and budget
- Affiliate marketing
- Influencer marketing
- Create detailed reports for campaigns
- Analyze campaign data to enhance channel efficiency and campaign productivity
- Business development
- Partnership management
- Accountable for contract and negotiation
- Event planning

Chief Marketing Officer

January 2021 until June 2021 (5 months)

Mobile Abad

Iran Tehran

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Marketing Manager

June 2020 until December 2021 (6 months)

Ilyaco Industries

Iran Tehran

- Account management for service and content providers
- Social media and public relations management
- Android game acquisition and curation
- Digital advertisement management
- Campaign management and KPI analysis
- Marketing ROI analysis
- Business development
- Market

Digital Marketing manager

September 2019 until June 2020 (9 months)

modaresanesharif

Iran Tehran

His key roles and responsibilities include:

- Account management for service and content providers
- Social media and public relations management

- Android game acquisition and curation
- Digital advertisement management
- Campaign management and KPI analysis
- Marketing ROI analysis
- Business development
- Market

Main Activities:

- Develop new ideas for campaigns
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Online sales management and digital management

Leather City brand Iran Tehran January 2019 until September 2019 (8 months)

Digital Marketing manager

Shabahang barekat Iran Tehran January 2018 until December 2019 (11 months)

His main responsibilities include:

- Manage all marketing areas including but not limited to brand management, campaign management, content marketing, social media marketing, SEO, SEM, and performance marketing;
- Design and implement marketing strategies based on company's overall visions and objectives;
- Align product roadmap side by side with technical team for customer-oriented development;
- Create and control marketing OKRs, KPIs, and objectives in relations with company requirements;
- Initiate and supervise market research and data clustering to enhance business intelligence;
- Ensure communications including visual design or copywriting is in line with brand voice;
- Communicate with other teams inside and outside the company so as to maintain objectives

Digital Marketing manager

Comica Iran Tehran January 2017 until December 2018 (11 months)

His main responsibilities include:

- Manage all marketing areas including but not limited to brand management, campaign management, content marketing, social media marketing, SEO, SEM, and performance marketing;
- Design and implement marketing strategies based on company's overall visions and objectives;
- Hold marketing department accountable for company's success and growth;

- Manage marketing department to ensure agile and goal-oriented, data-driven performance;
- Facilitate and engage marketing team to raise motivation and self-actualization during work;
- Collect and prepare reports for company's board of directors and external stake holders;
- Allocate and control annual and quarterly marketing budgets and ROAS;
- Organize MarCom channels to advance performance productivity;
- Sustain a feasible, frictionless customer journey.

Digital management for marketing March 2008 until January 2017 (8 years and 10 months)

The Cultural Institute, the Sports of Thought Stars Iran Tehran

Key Roles and Responsibilities:

- Define marketing strategy and prepare best executive marketing plan to reach strategic, annual, and quarterly goals
- Direct supervision on all marketing activities including digital, content, media, social, and traditional marketing
- Design market research based on business requirements and maintain business intelligence availability
- Collaborate with other team members, especially product designers and members of the board, to reach a market-oriented proposition
- Lead marketing team towards their SMART goals
- Monitor group activities and KPIs to ensure marketing success and align deviations from indicators

Executive Director June 2013 until April 2016 (2 years and 10 months)

Cultural Institute of Tehran Iran Tehran

Education

Bachelor – Business management 2022 – Present

Azin Khodro GPA : 18

Associate – Business management 2020 – 2023

Comprehensive applied science of Azin Khodro Company

Training Courses

Content Marketing Hubspot Academy

Course Duration: 40 2020

SEO Foundations LinkedIn Learning

Course Duration: 4 day 2020

Project Management Foundations: Schedules LinkedIn Learning

Course Duration: 5 day 2020

Online Marketing Foundations LinkedIn Learning

Course Duration: 5 day 2020

Instagram Marketing 2021 Udemy

Course Duration: 40 2020

Introduction to Search Engine Optimization (SEO) Udemy

Course Duration: 84 2020

Instagram Hashtags Marketing in 2020: Smart Instagram Growth Udemy

Course Duration: 67 2020

YouTube Marketing Course: Boost Your Traffic From Youtube Instantly Issuing authority

BitDegree

Course Duration: 40

2020

SEMrush SEO Toolkit

SEMrush

Course Duration: 60

2020

On-Page and Technical SEO Test

SEMrush

Course Duration: 120

2020

Google Analytics for Beginners

GOOGLE ACADEMY

Course Duration: 5 Days

2019

Google Analytics for Power Users

Google Analytics Academy

Course Duration: 5 DAYS

2019

Advanced Google Analytics

Google Analytics Academy

Course Duration: 8 DAYS

2019

Google Tag Manager Fundamentals

Google Analytics Academy

Course Duration: 10 DAYS

2019

Getting Started With Google Analytics 360

Google Analytics Academy

Course Duration: 10 DAYS

2019

Introduction to Data Studio

Google Analytics Academy

Course Duration: 6 DAYS

2019

Fundamentals of Digital Marketing

Google

Course Duration: 40

2019

Email Marketing

Hubspot Academy

Course Duration: 40

2019

Inbound Certified

Hubspot Academy

Course Duration: 20

2019

Inbound Marketing

Hubspot Academy

Course Duration: 30

2019

Google Ads Search

Google Ads

Course Duration: 30

2019

Frictionless Sales Certified

Hubspot Academy

Course Duration: 30

2019

Advanced Social Media Strategy Certification

Hubspot Academy

Course Duration: 40

2019

Sales Management Training: Strategies for Developing a Successful Modern Sales Team

Course Duration: 30

2019 Hubspot Academy

Languages

English | Intermediate

Software

Google Analytics | Advanced

Google Search Console | Advanced

Google Tag Manager | Advanced

Microsoft Outlook | Advanced

Microsoft Powerpoint | Advanced

Microsoft Word | Advanced

Wordpress | Advanced

Adobe Photoshop | Intermediate

Microsoft Dynamics CRM | Intermediate

Microsoft Excel | Intermediate

Html & CSS | Basic

Additional Skills

Business plan Marketing

Business Plan Development

About Me

Technical and skills:

Familiarity with the scientific principles of marketing

Know how to plan and manage time management

I know how to plan and execute a marketing strategy

I know the key measurement tools available well

Develop social presence and support the effect

Provide efficient experiences and patients in digital activities

Experience managing a team of 10 or more, successful social marketing activities, comprehensive from the marketing community.

I can manage several projects.