



**Elahe Reeyazati**

Ref : C730-983

Years of experience : 8

Senior Brand Manager

Sunich Holding

Age:

**30 years old**

Marital status:

**Married**

Current Location:

**Iran, Tehran**

Nationality:

**Iran**

Preferred Locations:

**Tehran , Outside of Iran , Iran**

Salary expectation:

**Not Specified/ Negotiable**

Mobile:

**+98 -9124439177**

Email:

**Elahe.reeyazati@gmail.com**

## WORK EXPERIENCE

PRESENT

**Senior Brand Manager** . 1 yrs 1 mos

**Sunich Holding** . Iran. Tehran . Tehran

JAN 2021

-Developing strategies and managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands

-Analyzing the success of marketing campaigns and creating reports.

-Carrying out market research in order to keep up to date with customer trends, as well as trying to predict future trends.

-Supervising advertising, product design and other forms of marketing to maintain consistency in branding

meeting with clients and working with colleagues across multiple departments (such as marketing assistants, marketing managers and CEO).

-Organizing events such as product launches, exhibitions and photo shoots.

-Creating and managing promotional collateral to establish and maintain product branding.

-Managing the budget for advertising and promotional items.

-Competitor and customer insights analysis.

-Analysis of sales forecasts and relevant financials and reporting on product sales.

-Researching consumer markets, monitoring market trends and identifying potential areas in which to invest, based upon consumer needs and spending habits.

-Looking at the pricing of products and analyzing the potential profitability.

-Partner with agency to turn our client briefs into strong creative briefs for our creative leads.

-Overseeing the production of TV adverts, newspaper and magazine advertisements, direct mail packs, email campaigns, websites, exhibition stands, road shows and liaising with art designers, copywriters, media buyers and printers.

DEC 2020

**Brand Manager** . 1 yrs 1 mos

**Pergas Teb- Lafarrerr** . Iran. Tehran . Tehran

NOV 2019

-Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term

-Planning and execution of all communications and media actions on all channels, including online and social media

-Assisting with product development, pricing and new product launches as well as developing new business opportunities

-Creating and managing promotional collateral to establish and maintain product branding

-Managing the budget for advertising and promotional items

-Competitor and customer insights analysis

-Analysis of sales forecasts and relevant financials and reporting on product sales.

-Researching consumer markets, monitoring market trends and identifying potential areas in which to invest, based upon consumer needs and spending habits

-Looking at the pricing of products and analysing the potential profitability

-Generating names for new and existing products and services, coming up with ideas for new packaging designs, including shape, size, colours, fonts and imagery

-Overseeing the production of TV adverts, newspaper and magazine advertisements, direct mail packs, email campaigns, websites, exhibition stands, road shows and liaising with art designers, copywriters, media buyers and printers

- Ensuring the designs and messages meet the company brand and regulatory guidelines
- Monitoring product distribution and consumer reactions through focus groups and market research
- Coordinating the launch program to external customers as well as employees.

SEP 2019



**CORPORATE BRAND MANAGER, DIGITAL MARKETING MANAGER** . 1 yrs 5 mos

**Rahmani group (Mani snack)** . Iran. Tehran . tehran

APR 2018



- Develop digital marketing plan, including paid search and ad programs, channel ad campaign strategy, search engine optimization, email marketing and more...
- Works with marketing staff to develop detailed marketing plans for all media channels
- Oversee the creative development of promotional materials, website content, advertisements, and other marketing-related projects.
- Oversee all the company's social media accounts.
- Manage digital marketing campaigns through a variety of channels including but not limited to: web, mobile, SEO, pay-per-click, and email.
- Measure ROI and KPIs.
- Prepare and manage marketing budget.
- Researches and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
- Oversee SEO and Google Analytics data and make complex analysis.
- Develop strategies to drive online traffic to our website and the individual websites of our consultants, including overall SEO strategy.
- Stay up to date with latest technology and best practices
- Research competition, investigate benchmarks and provide suggestions for improvement.
- Partner with UX teams to test site strategies.
- Improve the usability, design, content, and conversion of online platforms in collaboration with marketing, technology, and UX teams.
- Focus on website performance, insights, and opportunities that drive toward company goals and key performance metrics.
- Work with corporate communications and social marketing team to identify and execute campaigns to drive awareness and revenue.
- Work with designers to develop creative content for emails and landing pages.
- Work with content writers to develop compelling messaging in support of acquisition messaging.

JUN 2020



**Marketing Consultant (E-Commerce Approach)** . 7 mos

**Pars Hayan (Ara chemi pars)** . Iran. Tehran . Tehran

NOV 2019



- Plan promotional campaigns such as contests or giveaways.
- Optimization of sales and increase conversion rates.
- Evaluate website design and discuss plans to improve
- Plan advertising campaigns, including deciding on media channels
- Work closely with web development and technical teams

Achievement:

Online shop Contracts such as Digikala, Mootanroo, Rojashop, Modiage, Ruban.

Website redesigning and SEO improvement.

MAR 2018



**Head of Marketing** . 2 yrs 1 mos

**Golzarettesal** . Iran. Tehran . tehran

FEB 2016

- Monitoring competitors and market interaction.
  - Keeping up to date with current digital trends.
  - Provide effective solutions for the growth and improvement of the company's website
- Planning and executing digital advertisement, social and email campaigns
- Work with advertisement agencies in analyzing product information, advertising requirement, needs, etc. to provide appropriate background for them.
  - Cooperating with internal digital marketing team to manage digital marketing campaigns, micro-sites and landing pages
- Website designing by wordpress and Keeping it up to date.
- SEO Optimization and Re targeting
  - Analyzing competitors' websites, mobile apps and marketing initiatives
- Support and Design all Digital Marketing Campaigns
- Monitor and analyze all campaigns, and provide all statistical feedback to Strategy Manager and keep up-to-date with digital communications developments and market demands
  - Manage and update all Social Media Platforms especially in the target markets
  - Creating and analyzing detailed digital marketing reports.

JAN 2015



**SENIOR CRM EXPERT** . 3 yrs 2 mos

**Ayande Bank** . Iran . tehran

NOV 2011

- Analysis and reporting on campaigns effectiveness in terms of traffic, acquisition, conversion, retention and revenue
- Handle customer inquiries & manage customer complaints.
- Follow up customer calls where necessary. Check to ensure that appropriate changes were made to resolve customers' problems.
- Monitor & Update existing customer information.
- Complete contract forms, prepare change of address records, or issue service discontinuance orders.
- Route calls to appropriate resource.
- Document all call information according to standard operating procedures.
- Train the team & team building.
- Overseeing direct communications with customers through the CRM

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## EDUCATION

**Mahan Business School (MBA)** Master (MSc/MA) -Business/Commerce 2018 -  
MBA

**Islamic\_Azad\_University** Bachelor(BSc/BA) -Biology/Life Sciences 2009 - 2012  
Genetic

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## TECHNOLOGY SKILLS

Analytics Tools	Expert	.....
SEO, SEM, SMM, PPC	Intermediate	.....
Google Tools	Advanced	.....
WordPress	Advanced	.....
Online Business	Expert	.....
ICDL2	Expert	.....
ICDL1	Expert	.....

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## LANGUAGE SKILLS

English Professional  
Persian (Farsi) Native  
French Pre intermediate

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## CERTIFICATE

**Duolingo** . 2020  
Duolingo . IRAN

**Inbound Marketing** . 2019  
HubSpot Academy . UNITED STATES OF AMERICA

**Advanced Google Analytics** . 2019  
Google . UNITED STATES OF AMERICA

**Google Tag Manager** . 2019  
Google . UNITED STATES OF AMERICA

**Marketing Analytics** . 2020  
Coursera . IRAN

**Content Marketing** . 2019  
HubSpot Academy . UNITED STATES OF AMERICA

**Google Digital Garage** . 2019  
Google . UNITED STATES OF AMERICA

**Master of Business Administration** . 2018  
MAHAN Business School . IRAN

**Digital Marketing** . 2017  
Moshaveran International Business School . IRAN

**CAE** . 2017  
Safir Language Academy . IRAN

**Accounting** . 2017  
Safir Gharn . IRAN

**ISO Certification Rules & Regulations** . 2015  
Nobel Certification . IRAN

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