


# Abolfazl Akhondzadeh

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## Summary

- \*. Over ten years of experience in branding and marketing
- \*. Outstanding interpersonal skills, negotiating, listening, highly ethical in their interactions
- \*. Ability to discern fundamental customer objections and intent
- \*. Considerable knowledge and experience in different fields of digital media, etc.
- \*. Good understanding of current and future technological trends
- \*. Extensive background in gaining customer satisfaction and loyalty
- \*. Creating marketing strategies that take advantage of competitors' weaknesses and improve business performance
- \*. Excellent verbal and written communication skills
- \*. Capable of carrying out several tasks, strategic planning, promoting ideas for high-quality services, designing creative and innovative plans
- \*. Accepting feedback in a professional and constructive manner
- \*. Willing to take on challenging assignments
- \*. Professional in managing teams, project deliveries, and driving it to meet aggressive deadlines
- \*. Assessing and controlling risks
- \*. Maintaining a positive and professional demeanor at all time
- \*. Leadership, communication, and conflict resolution skills to promote team collaboration

## Experience



### Marketing researcher

Yazd University

Sep 2018 - Present (3 years 1 month +)

- \*. Identified and analyzed current and new markets (new customers), determined sales target and profit target estimated advertising budget and sales operating budget to achieve defined goals
- \*. Sales human resource training



### Founder

Charvand

Jun 2016 - Present (5 years 4 months +)

- \*. Identify target market, current, and future customers, classify them according to age, gender, income, geographical location, sensitivities to color, price, services, and forecast the total market demand (annual sales forecast, net profit margin, cash flow, annual demand of each group) to supply a local company
- \*. Determine and analyze competitors' products based on the SWOT analysis model (in terms of dimensions, size, color, price, packaging, season-related features, etc.)
- \*. Deciding or providing an advisory opinion on Product Life Cycle (PLC) through introduction, growth, maturity, and decline
- \*. Distinguish and analyze new markets for the Heaven brand as a painting studio

- \*. Calculate target sales and profits, as well as estimate the advertising budget and sales operating budget to achieve the defined objectives
- \*. Sales and marketing human resources training in the construction and beauty industries
- \*. Create, develop brand positioning, messaging strategy, content marketing strategy and support an existing brand effectively
- \*. Design and update the website and implement e-marketing
- \*. Provide expert advice as a consultant in business, marketing, sales, logistics, export, production, investment, etc



### **Guest Speaker**

RAJAPALAYAM RAJU'S COLLEGE

Jul 2021 - Aug 2021 (2 months)

International webinar on the effect of the intangible assets on the customer behavior



### **Branding researcher**

Iran Brand Academy

Jun 2018 - Dec 2020 (2 years 7 months)

- \*. Monitor the impact of the brand, recognizing the need to make changes to the brand, and implementing them (for example, rebranding or repositioning)
- \*. Plan brand advertising or communication campaigns based on codified strategies
- \*. Manage brand development and create microbrands
- \*. Identify customer contact points and determine the concept and materials of promotional items for each product



### **Lecturer In Marketing**

Forever Living Products (UK) Ltd

Feb 2017 - Mar 2017 (2 months)

Personal brand design of sellers in Yazd.

Marketing and coaching training for Iran sales team in Yazd



### **Marketing Advertising Specialist**

Beauty Clinic Dr. Hami Fard

May 2016 - Feb 2017 (10 months)

- \*. Created, developed, and supported an existing brand by designing, updating a website, and implementing e-marketing



### **Marketing Research Specialist**

Mahan develop Company

Dec 2015 - Nov 2016 (1 year)

Volunteer and market research expert.

Holding training seminars in market research and development.



### **Digital Marketing Consultant**

Access Nova Group Inc.

Apr 2015 - Dec 2015 (9 months)

- \*. Increased sales through marketing in person or by talking on the phone, e-mailing using Instagram video to introduce the content to the potential audiences
- \*. Set sales target and implemented incentives, made accurate sales forecast



### **Research And Development Specialist**

Yazd Poolica Industrial Co.

Apr 2014 - Mar 2015 (1 year)

- \*. Translate functional needs into product specifications
- \*. study new and up-to-date technologies and try to localize and apply them in the Company's products or services
- \*. participate in planning to improve products or services
- \*. optimize processes, transfer and absorb technology
- \*. Keep records of sales, revenue, invoices, etc.
- \*. Provide trustworthy feedback and after-sales support



### **Telemarketing Specialist**

Iran Insurance Corporation

Mar 2013 - Mar 2014 (1 year 1 month)

- \*. Recognized customers to assess their insurance needs and select the most appropriate and best insurer according to the applicant's conditions to introduce it to the insurer along with reporting to insurers and relevant supervisors
- \*. Searched the insurance companies conditions and compared their features, coverage level, and price



### **Market salesperson**

Karafarin Insurance Company

Mar 2011 - Feb 2013 (2 years)

I started with this position when I was younger as a life insurance sales consultant

## **Education**



### **Science & Arts University**

Master of Information Technology Management, Computer/Information Technology Administration and Management

2016 - 2018



### **Science & Arts University**

Bachelor's degree, Computer Software Engineering

2013 - 2015

## **Licenses & Certifications**



**marketing management - QUALITY ASSESSMENT CONSULTANTS (QAC) LIMITED**

Issued Feb 2015 - Expires Feb 2016

QAL-25287-15-141126



**MBA brand** - Iran Brand Academy

Issued Mar 2018 - Expires Nov 2019



**DBA brand** - Iran Brand Academy

Issued Dec 2019 - Expires Jul 2021

## **Skills**

Leadership • Brand Management • Negotiation