

Mehrdad Oliaee

As a seasoned Marketing professional with over 15 years of experience in the IT industry, which includes working with MTN Irancell, LG, Aparat, Filimo, LINE, and Cinematicket I possess the expertise to identify growth opportunities that drive bottom-line profits. My background in project management and budget control enables me to effectively manage complex initiatives. I am adept at deploying consumer insights and driving digital transformation, resulting in proven success in establishing market presence and differentiation with core competencies. Through my extensive experience, I have developed a strong understanding of the industry and the ability to deliver results in a fast-paced and highly competitive environment.

SKILLS

Team Leadership, Project Management, Digital Transformation, SEO and SEM, Content Marketing, Social Media Marketing, Data Analytics, Marketing Automation, Budget Planning, Customer Service, CRM and VoIP

EXPERIENCE

Digital Marketing Consultant

January 2021 - PRESENT

- Conducted research on target audiences and industry trends.
- Developed and implemented digital marketing strategies for clients.
- Analyzed data to measure and enhance campaign effectiveness.
- Collaborated with clients to align strategies with business goals.
- Managed digital marketing campaigns across social media, email, and search engines.
- Provided performance reports and recommendations for campaign adjustments.
- Stayed updated on marketing technologies and trends.
- Created and coached marketing teams, ensuring effective communication.

MITGROUP, shopmit.com — *Marketing and Retail Manager*

September 2021 - July 2022

- Led transition from B2B to B2B and B2C, enhancing brand profitability, revenue, and market share.
- Developed and executed effective retail product launches and marketing campaigns, maintaining high customer experience standards.
- Created and managed a comprehensive database of 2000+ retail products for B2C website, optimizing data for a user-friendly experience.
- Directed customer support (call and chat), ensuring excellent service.
- Oversaw online sales warehouse operations and efficient nationwide distribution of retail goods.

- Managed content team to produce engaging promotional videos aligned with marketing strategy.
- Executed online marketing campaigns (SEO, email marketing, social media), managed website content, and monitored analytics to enhance user experience and drive sales.
- Coordinated online marketplace sales and conducted market research to identify trends and recommend new products and campaigns.
- Collaborated with supply chain, customer service, and sales teams to uphold high customer experience standards.

Sabaidea, cinematicket.com — Project Management

September 2019 - July 2021

- Developed intra-organizational management processes.
- Collaborated with marketing to execute campaigns supporting business objectives.
- Managed project budgets and timelines, coordinating with cross-functional teams for successful outcomes.
- Analyzed project results, recommending future improvements and risk mitigation strategies.
- Communicated project status to stakeholders, staying current with industry trends and best practices.
- Worked closely with product, design, sales, and engineering teams for task alignment and completion.
- Built and maintained relationships with external vendors, ensuring quality and budget compliance.
- Implemented project management processes and best practices.
- Provided call and chat customer services.

Sabaidea, aparat.com/Game — Product Marketing Manager

January 2018 - September 2019

- Planned and launched Iran's first online game platform and video streaming service, Aparat Game.
- Led marketing strategies to increase market share and competitiveness in the streaming industry.
- Conducted market research and analysis to identify trends and opportunities.
- Developed messaging and positioning for Aparat Game.
- Collaborated with product development, sales, and marketing communications for successful product launches.
- Managed product marketing budgets and analyzed marketing program effectiveness.
- Stayed current with industry trends and best practices.
- Built and led a team to support streaming members.
- Executed digital advertising plans to promote Aparat Game.
- Designed and implemented the Aparat Game logo.
- Organized and administered tournaments and events for Iranian game streamers.
- Managed Aparat Game social networks and partnered with the Iran Computer Games Foundation for meetings and events.

Sabaidea, aparat.com/live — Project Management

November 2017 - September 2019

- Planned and launched Aparat Live, Iran's first video streaming service.

- Conducted market research to identify trends and opportunities in video streaming.
- Managed project schedules, resources, budgets, and timelines.
- Led and built teams to support streamers and customer care, enhancing service quality and satisfaction.
- Developed technical strategies to optimize user experience.
- Established a monitoring team to ensure stream quality and a customer care team to improve satisfaction.
- Managed social media channels to boost engagement and promote new features.
- Covered national and international events, including Samsung Galaxy Unpacked, Game Awards, and the Oscars.
- Directed the Iranian video games festival closing ceremony and coordinated TEDx Amirkabir Live coverage.

Sabaidea, aparat.com/filimo.com — *Digital Marketing Specialist*

June 2015 - November 2017

- Developed and executed social media and digital marketing strategies to drive engagement and growth on Aparat.com.
- Managed social media campaigns across multiple platforms.
- Created and optimized digital ads to drive traffic to Aparat.com and Filimo.com.
- Monitored and analyzed key metrics, implementing changes based on insights.
- Stayed updated with trends and best practices in social media and digital marketing.
- Collaborated with cross-functional teams for consistent marketing efforts.

LINE Plus Corp, LINE messenger — *Research & Development*

April 2017 - August 2017

- Surveyed LINE's presence in Iran post-Telegram ban, planning digital marketing and TV ads for user acquisition.
- Conducted market research to understand unmet needs, market segmentation, and competitive landscape.
- Built market and competitive intelligence, providing insights for business development.
- Supported strategic planning by identifying growth segments and analyzing potential initiatives.
- Mapped and estimated market size and share for messaging apps in Iran.
- Monitored market trends to inform product development and marketing strategies.

Grand Bazaar, Tehran, Gold, Jewelry, and Watches — *Wholesale*

November 2011 - October 2015

- Distributed gold, jewelry, and watches to retailers and wholesalers across major Iranian cities.
- Sourced a diverse range of high-quality jewelry from Turkey, UAE, and Italy.
- Coordinated with suppliers to ensure timely delivery and optimal inventory management.
- Maintained strong relationships with retailers and customers, ensuring high levels of satisfaction and retention.
- Monitored market trends to identify new opportunities and potential threats.

LG, Goldiran — *Trade Marketing Expert*

July 2010 - October 2011

- Organized and maintained a database of LG brand stores, including sales performance.
- Assessed and managed new brand shop requests from potential franchisees.
- Coordinated ordering and delivery of promotional items from LG Korea.
- Provided regular status updates and reports to management.

Military Service

April 2010 - October 2011

MTN Irancell, WiMAX — *Assistant Project Manager*

July 2008 - March 2010

- Managed administrative, network, and training tasks for Irancell WiMAX.
- Conducted market research and surveys of internet service providers.
- Segmented target customers for WiMAX.
- Scheduled network coverage in five provinces.
- Conducted pre-tests for product launch.
- Trained provincial vendors on WiMAX.
- Collaborated on developing and implementing plans for WiMAX.

MTN Irancell, GSM — *Trade Marketing Expert*

July 2007 - July 2008

- Conducted field visits and trained dealers on the sales process.
- Controlled and reviewed regional sales in Tehran and other provinces.
- Distributed promotional items and promoted Irancell products and services.