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Summary

- More than 10 years experience in Marketing ecosystem
- Research: Designed, conducted and analyzed over 50 research projects User, Customer and Market Research, in the form of surveys, in-depth interviews and focus groups.
- Sale & Marketing: Sales person, senior sale executive for more than three years.
- Marketing advising: For two years, helping small local businesses to grow and making strategy.
- Trained as a sociologist with engineering background
- DBA (Business Administration)

-Further, my great interest in the behavior of social entities in the face of various phenomena made me more interested in focusing on the consumer/user research and for this purpose, I enrolled in User Experience Design program at Barcelona Technology school in Spain.

-Currently, I have temporarily settled in the city of Istanbul, Turkey, and I am looking for suitable job positions in UX research mainly in Europe.

-Recently defended my final project Master's program at BTS.

-An extroverted, optimistic person who can easily communicate with others.

-Graduated in sociology (M.S.), electrical engineering (B.S.) and UX Design at Barcelona Technology School.

-Familiar with the basics of psychology, follower of philosophical and fundamental discussions, loves ping pong and RPG adventure games!

Experience

Senior Market Researcher

Solico Group

Jun 2021 - Nov 2022 (1 year 6 months)

- Collecting market data and designing more than 20 market research reports
- Analyzing data collected from more than 30,000 customers using SPSS and Microsoft Excel
- Implementation and supervision of 5 qualitative projects, including in-depth interviews with consumers and customers, qualitative analysis of store images, and evaluation of advertising effectiveness
- Customer journey, Market analysis, Constantly interviewing customers, Build connections with end users and understand their actual needs, Market trends, Retail Audit. using all type of data from different sources to shape the future of brand.

Freelance Marketing Consultant - Consumer Researcher

freelance

Feb 2019 - Aug 2021 (2 years 7 months)

- Conducting more than 10 focus group with various type of Users and clients (consumers, plumbers and electrician) for a low budget customer to design a successful business plan for a home service app.
- Conducting more than 100 in-depth interview sessions with entrepreneurs, middle managers, project managers and employees of Steel industry in order to improve the work environment and increase the productivity of human resources.
- including analysis and making presentations.

- Small Business Advisor and Marketing Consultant for 15 clients (business owners).
- Running an Instagram page for advising and marketing tips for small business owners
- Running a 4-hours marketing principles webinar successfully with more than 30 participant.

Marketing Manager

Pooya SanatGaran

Dec 2017 - Mar 2021 (3 years 4 months)

- Conducting 9 provincial surveys with a sample population of 1,070 people in the water and sewage and electricity industry in order to improve service delivery and increase the productivity of human resources.
- Conducting end-user research to understand diabetic patients experience throughout invasive blood sugar devices to create a noninvasive blood pressure device for less than two years.

User Experience Researcher

Solico Group

May 2016 - Dec 2017 (1 year 8 months)

- Conducting more than 5 surveys with a statistical sample size of 5000 people with consumers of food products, purchase decision makers and final consumers.
- Supervision and participation in conduction of the survey, data implementation, data analysis and presenting the final report to the employer and stakeholders.
- Interviews with consumers of the food industry, especially the dairy industry, analysis of media habits, advertising effectiveness campaign in more than 8 cities of Iran, including Tehran, the capital.

Area Sales Manager

Peyman Pakhsh

Mar 2015 - Apr 2016 (1 year 2 months)

- Supervisor and sales executive of food products: chocolates, bakery and beverages mostly.
 - During this period, by changing the sales system and holding sales training courses for sellers and changing the percentages, sales increased by 300%.
 - Opening new sales branches in different northern cities of Iran.
 - Peyman Company has been active in the field of distribution of all kinds of chocolates as well as cakes, cookies and energy drinks which all of them were made in Iran.
 - Training new sellers and preparing them to enter the market was also my responsibility. weekly tour to see how they perform and behave was my another role to help the company grow.
- Retail Sale in FMCG Industry

Education

BTS Barcelona Technology School

Master's Degree, User Experience Design (UX)

2022 - 2023



University of Tehran

Master's degree, Social Sciences

2012 - 2014



Babol Noshirvani university of technology

Bachelor's degree, Electrical and Electronics Engineering

2004 - 2010

Licenses & Certifications



Marketing Research - TMBA

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Skills

End User Research • User Research • Data Analysis • Business Intelligence (BI) • Survey Design • Focus Groups • Qualitative Research • User Interviews