



Ali Ghadiani

Marketing Specialist

DoB: 1996-11-26

Marital Status: Married

Military Service: Educational Exemption

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Tehran, Iran



Profile Summary

I am interested in marketing because I enjoy being creative. My approach involves listening to customers, gathering feedback, and providing unique and innovative solutions, rather than relying on traditional methods, especially when marketing and selling innovative and technological products. My strengths are good social skills, responsibility, teamwork, and analytical marketing skills. I am drawn to challenging tasks, so I chose marketing as it is one of any business's most important and demanding aspects.



Education



Master of MBA

Institute/University: Iran University of Science and Technology

Tehran, Iran

2022 - 2024



Bachelor of Electrical Engineering

Branch: Telecommunications

Institute/University: Shahed University

Tehran, Iran

2015 - 2021



Social Network



linkedin.com/in/ali-ghadiany-78a042304



Skills

Business Model Design



Market Research & Analysis



Customer Behavior Analysis



Marketing Strategy Development



Product Strategy



Business Development



Market Strategy



KPI & Performance Management



B2B Sales & Partnership Management



Process Design & Optimization



Product Strategy & Development





Work Experience



Senior Sales & Marketing Manager

Navaak

Tehran, Iran

May 2024 - Present

Tasks and Achievements

- Developed and executed B2B and B2C sales and marketing strategies across digital media and content monetization services.
- Conducted market research, competitor analysis, and customer behavior analysis to identify growth opportunities and optimize business performance.
- Led strategic partnerships and commercial negotiations with content creators, media companies, brands, and digital platforms.
- Collaborated with prominent filmmakers, musicians, influencers, and content publishers to expand business opportunities and partnerships.
- Contributed to product strategy, service development, and customer experience improvement based on market insights and user feedback.
- Designed and optimized sales processes, customer acquisition funnels, and partnership development frameworks.
- Managed key accounts and long-term relationships with high-value clients and content owners.
- Developed business proposals, growth plans, and go-to-market strategies for new services and partnership opportunities.
- Established performance metrics and monitored business KPIs to support strategic decision-making.
- Coordinated cross-functional teams to align sales, marketing, product, and business development objectives.
- B2B & B2C Client Relationship Management



Business Strategy & Growth Consultant

ERP Club

Tehran, Iran

May 2024 - May 2025

Tasks and Achievements

- Business Plan Development
- Business Model Design
- Market Research & Opportunity Analysis
- Customer Needs Assessment
- MVP Design & Product Validation
- Product Strategy Development
- Marketing Strategy Design
- Go-to-Market Planning
- Business Coaching & Strategic Advisory
- Growth Planning & Execution Support



Marketing specialist

Parsan Software Solutions (ERP)

Tehran, Iran

October 2023 - Present

Tasks and Achievements

- Qualitative & Quantitative Market Research
- Customer Behavior Analysis
- Competitor Analysis & Market Intelligence
- Market Segmentation & Target Audience Identification
- Marketing Strategy Development
- ERP Software Product Enhancement
- Product Requirements Analysis & Improvement
- Trade Show & Industry Exhibition Participation
- Customer Relationship Management
- Sales Meetings & Client Communications
- Contract Negotiation & Closing
- Business Opportunity Assessment
- B2B Client Relationship Management

www.parsan.net



Business Strategy & Growth Consultant

Soha Psychology Clinic

Tehran, Iran

December 2023 - October 2024

Tasks and Achievements

- Business Model Analysis & Optimization
- Product Strategy Development & Execution Oversight
- KPI Design & Performance Management
- Marketing Strategy Design & Implementation
- Cross-Functional Process Redesign
- Product Team Leadership & Coordination
- Customer Journey & Service Improvement
- Website Product Enhancement & Feature Development
- Operational Efficiency & Workflow Optimization
- Growth Strategy Planning
- Stakeholder Alignment & Performance Monitoring

www.sohaclinic.com



Business Strategy & Growth Consultant

724 Chap

Tehran, Iran

December 2023 - October 2024

Tasks and Achievements

- Business Model Analysis & Improvement
- Marketing Strategy Development
- KPI Design & Performance Tracking
- SEO Strategy Coordination & Oversight
- Cross-Functional Process Optimization
- Growth Planning & Business Development
- Digital Marketing Performance Management
- Team Coordination & Execution Monitoring
- Customer Acquisition Strategy
- Operational Workflow Enhancement

www.724chap.com



Co_Founder

Tarh Noandish Salamat Company (Podrino)

Tehran, Iran

October 2019 - October 2023

Tasks and Achievements

- Market analysis and competition analysis to identify new opportunities in the industry.
- Planning and organizing advertisements and advertising events to increase brand awareness.
- Managing customer relationships and improving their satisfaction level.
- Website design.
- SEO (Search Engine Optimization) for websites.
- Content production team management.
- Producing over 200 videos and photographing 180 products.

www.podrino.ir

www.bamatcha.ir



Co_Founder

seriestekhdami

Tehran, Iran

October 2019 - July 2021

Tasks and Achievements

- Co-Founded and developed an online bookstore platform.
- Designed the business model and growth strategy.
- Optimized sales processes and customer acquisition workflows.
- Led website design and platform development.
- Managed content production and marketing initiatives.

seriestekhdami.com



Marketing expert

Iran Petroleum Engineering House

Tehran, Iran

February 2016 - October 2019

Tasks and Achievements

- E-Learning Product Development
- Website & Digital Presence Optimization
- Content Strategy Development & Execution
- Social Media Content Planning
- Multimedia Educational Content Production (50+ Videos)

petedep.com



Marketing expert

Iran Chemical Engineering House

Tehran, Iran

February 2016 - October 2019

Tasks and Achievements

- E-Learning Product Development
- Website & Digital Presence Optimization
- Content Strategy Development & Execution
- Social Media Content Planning
- Multimedia Educational Content Production (50+ Videos)

chemehome.com



Certificates

Principles of Economics (Dr. Mirzamohammadi)

Institute: Iran University of Science and Technology

February 2023

Advanced Online MATLAB Software Course from Oxford University

Institute: Stanford University

December 2017

Link:

<https://verify.lagunita.stanford.edu/SOA/41e95dd789c44cde8de024216b0b9bb5>

Marketing Management (Dr. Naini)

Institute: Iran University of Science and Technology

October 2022

Product Management Certification

Institute: Bojan Business School

October 2024

Link: <https://bozhan.school>

Videography course (filming + lighting + editing)

Institute: Farzad Mehrdadi

December 2020