



**Mohammad Bayati**

Ref : C184-760

Years of experience : 13

Commercial Campaign Manager

MCI (Hamrah Aval)

Marital status:

**Single**

Military Service:

**Completed**

Current Location:

**Iran, Tehran**

Nationality:

**Iran**

Preferred Locations:

**Tehran , Outside of Iran , Iran , Iran**

Salary expectation:

**18000000 IRR , Per month**

## WORK EXPERIENCE

PRESENT

**Commercial Campaign Manager** . 2 yrs 8 mos

**MCI (Hamrah Aval)** . Iran . Tehran . Tehran

JAN 2019

DEC 2019

**Marketing Manager** . 1 yrs

**Pelak startup** . Iran . Tehran . Tehran

DEC 2018

\* Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments

\*Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration

\*Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies

\*Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics

\*Partner with email, performance marketing and web teams to design, test and evolve lead nurturing tactics.

\*Working in partnership with the creative team, develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets

\*Conceptualize and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels

\*Manage content and updates for customer and internal touch points, establishing budget guidelines, participating in events, documenting business processes, and providing additional sales support

\*Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads

\*Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly

\*Present ideas and final deliverable to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets

JAN 2019

**Head of Brand Marketing** . 5 yrs 6 mos

**Rightel Co. (Rightel is the 1st 3G Mobile Operator in Iran)** . Iran . Tehran

JUL 2013

Rightel Telecommunication Services Company" Iran's 3rd mobile operator& the 1st 3G Mobile Operator" is a subsidiary of the Social Security Investment Company (SSIC), the investment company of the Social Security Organization (SSO), the largest non-government investment company in Iran.

In this position my main responsibility is to manage and execute communication strategies for brand, propositions, events and sponsorship,Digital Marketing campaigns that drive Rightel brand equity and deliver key business results. Supervising 5 people my key responsibility are :

\* To develop business cases for environmental marketing strategies

\*Monitoring company brand and building brand awareness on social media.

\* Engaging influence's in social media.

\* To develop the events & sponsorship strategy in line with the Rightel Co. guidelines.

\* To develop Sponsorship's & Event Campaigns from A to Z. Including agency briefing, design development, adaptation, execution and implementation, budget management and post campaign analysis.

- \* To track and report expenditure to ensure it is within agreed budgets.
- \* To organize and manage special events and coordinate all logistics and the on time delivery.
- \* To provide innovative ideas in marketing campaign and the overall ATL and BTL campaigns.
- \* To conceptualize and implement ATL and BTL & Online programs (including tactical and strategic campaigns) that Create buzz and generate sales opportunities across the region.
- \* To identify and manage any PR opportunities and liaise with Media.
- \* To monitor the competitive environment and quickly provide appropriate responses to competitor actions.
- \* To maintain a calendar of events, activities and implement a system that enables long-term planning and effective events and sponsorship management.
- \* To ensure that PR materials, speeches, presentations, etc which required per event, meet the objectives of Rightel and are effective.
- \* To provide post analysis, budget recap and participant feedback to incorporate learning for future events and activities.
- \* To negotiate contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies.

APR 2018 ○  
 ●  
**Marketing Consultant** . 6 mos  
**Barez Industrial Group** . Iran. Tehran  
 OCT 2017 ●

JAN 2018 ○  
 ●  
**Business Consultant** . 5 mos  
**3. Federation of workers and amateur's sports** . Iran. Tehran  
 AUG 2017 ●

JAN 2018 ○  
 ●  
**Sales &Marketing consultant** . 5 mos  
**Iseema** . Iran. Tehran  
 AUG 2017 ●

JUL 2013 ○  
 ●  
**Advertising Manager** . 1 yrs 1 mos  
**TCI (ADSL Sales subsidiary of Iran Telecommunication )** . Iran . Tehran  
 JUN 2012 ●

Zoha Kish is a broad band service provider to fix line customers in 12 provinces, and Tehran International Communication Tower.

my Key Responsibilities:

- \* Gathering and organizing information to plan advertising campaigns
- \* To plan the advertising, including which media to advertise in, such as radio, television, print, online, and billboards
- \* To negotiate advertising contracts.
- \* To inspect layouts, which are sketches or plans for an advertisement
- \* Initiate market research studies and analyze their findings
- \* To meet with clients to provide marketing or technical advice
- \* To direct the hiring of advertising staff and oversee their daily activities
- \* To set budgeting goals.
- \* To measure AD effectiveness and optimize if needed.

- \* To coordinate staff members who create and deliver ads.
- \* To oversee media buying.
- \* To work with account executives to come up with ad campaigns.
- \* To select agencies to partner with.
- \* To approve agency plans.
- \* To prepare cost estimates for campaigns.
- \* To identify potential markets.

JUN 2012 ○  
 FEB 2010 ●

**Marketing Specialist** . 2 yrs 4 mos  
**Goldiran Co. is the exclusive distributors of LG Electronics in Iran** . Iran . Tehran

Responsibilities:

- \* To plan and manage regional marketing activities
- \* To assist regional marketing manager to execute direct marketing programs
- \* To assist market research department by providing market data (customers, Competitors, ...)
- \* To monitor merchandisers' activities on shop display and report their activities
- \* Provide training courses for sales and trade marketing personnel
- \* To supervise service centers and shops decoration execution and manage their budgets, costs and invoices.
- \* To coordinate marketing & merchandising activities between Goldiran office and LG head quarter.
- \* To brief advertising agencies and campaign contractors about LG brand identity and coordinate its implementation

Achievements:

- \* Increasing 50% in number of service centers and shops decoration execution
- \* Study LG shopper scope project in Korea and localize and implemented in all shops in Iran
- \* Participate in localizing LG Brand Identity for Iran, that was the first localization in Middle East region

FEB 2010 ○  
 SEP 2007 ●

**Marketing service specialist** . 2 yrs 5 mos  
**Irancell** . Iran . Tehran

Responsibilities:

- \* To train new staff and dealers about Irancell new products, E-Charge, Batch file and Distribution Portal
- \* To supervise the distribution of Gift SIM Cards through Post Office head quarter
- \* To supervise merchandising activities by managing 6 trade marker
- \* To dispatch POS materials to regional dealers
- \* To provide market data to assist research department
- \* To visit and audit dealers point of sales and provide the essential trainings
- \* To control credit for qualified subscribers

\* To prepare different reports on new services such as BOGOF (Buy one get, one free) and Churn

\* To assist sponsorship and event team

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## EDUCATION

**Tehran - Firouzkooh** Master (MSc/MA) -Business/Commerce 2015 - 2017  
MBA

**Isfahan - Golpayegan** Bachelor(BSc/BA) 2007 - 2009  
Civil

**Rudehen** Associate -Engineering (Civil) 2005 - 2007  
Civil engineer

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## TECHNOLOGY SKILLS

Word	Advanced	.....
Excel	Advanced	.....
Access	Advanced	.....
Powerpoint	Advanced	.....

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## LANGUAGE SKILLS

Persian (Farsi) I can speak as good as a native speaker

English I can understand and speak, but sometimes a bit slow

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## CERTIFICATE

**Coaching** . 2018  
Rightel . IRAN

**TTT (Train The Trainer)** . 2018  
Rightel . IRAN

**Human Resource Management for Non-HR Managers** . 2017  
Rightel . IRAN

**Teamwork management and team building** . 2017  
Rightel . IRAN

**Design Advertising Campaign** . 2015  
Ideh . IRAN

**General marketing and professional sales** . 2014  
Industrial Management . IRAN

**Ms Project 2010** . 2011  
Tehran Institute of Technology . IRAN

**Advertising Psychology** . 2011  
btcedu.ir . IRAN

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## COMMENT

I am multi functional and fast learner with team leadership skills.

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