

# Mona Mazahery

## Curriculum Vitae

### Work Experience

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2021- Present **Founder, Fewshka.com**

- Providing marketing and branding services to designers and different businesses active in creative industries.

2018- Present **Founder, Marketgraphy.com**

- Full-service marketing agency

2015- Present **Founder, Marketgraphy.ir**

- Managing the site; handling SEO, analytics, ideation, and other related tasks
- Researching and writing about various subjects in the field of marketing, advertising, business, and startups

2014- Present **Marketing and Branding Consultant**

- Preparing Brand Strategy for Parvaneh (An Iranian marketplace for arts)
- Prepared a content strategy and content calendar for Parvaneh (An Iranian marketplace for arts)
- Prepared a marketing plan for Parvaneh (An Iranian marketplace for arts)
- Advertising campaign and media plan design for Iran National Foundation of Computer Games
- Marketing and Branding for Tuition Studio and UPwards Tuition (British brands)
- Marketing and Branding for EnergiRING (Norwegian Brand)
- Prepared a marketing plan for two games (Shadow blade and 2<sup>nd</sup> gear)
- Prepared a business plan for a game accelerator in Tehran
- Being a consultant in the “Sports Big Family” project (Iranian National Sport Card)

## Work Experience

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- Defined a project for IRIB (Iranian National Broadcasting Services) in order to study audiences' behavior in the social networks
- Prepared a digital marketing plan for one of the P&G's campaigns in Iran
- Prepared a marketing plan for a Digital Asset Management software (Apasai)
- Providing consulting services to different customers in the various industries such as construction, media, advertising, restaurant, fashion and etc.

### 2012- 2013 **Marketing Manager, SanazSania Company, Tehran, Iran**

- Established their marketing department
- Prepared a marketing plan
- Tried to integrate their marketing communications, prepared marketing materials, planned for the redesigning and architecture of the website, undertook customer researches, held branding and presentation sessions, and planned for participation in exhibitions

### 2011-2012 **Marketing Expert, Hyundai Company, Tehran, Iran**

- Established their marketing department
- Collaborated with sales department to sell their products and develop their market
- Redesigned their marketing materials
- Created a database of company's customers and Handled their customer relation management

### 2011- 2011 **Marketing Expert, Roshd Company, Tehran, Iran**

- Worked in different positions simultaneously such as brand manager, market researcher, and market strategist
- Worked in collaboration with my colleagues and with R&D department in order to launch a new product line

## Work Experience

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- Researched the market as a part of a process to determine: pricing strategy, product design, and selling strategy
- Introduced a new product that called Mug cake and worked with the research and development department in order to produce and launch it to the market
- Planned for the participation in the exhibitions and arranged related operations

2006- 2007 **Sales Expert, Esteghlal Hotel (ex-Hilton),** Tehran, Iran

- Worked as a sales expert, concierge, event manager, and receptionist

2005- 2006 **Receptionist, Mofid Hospital,** Tehran, Iran

## Education

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2009-2012 **MBA, Multimedia Marketing, CGPA 3.66, MMU (Multimedia-University),** Cyberjaya, Malaysia, Thesis title: Service Quality Dimensions That Influence Customer Loyalty In The Iranian Hospitality Industry

2005-2009 **Bachelor's Degree, Management, CGPA 3.44, Allameh Tabatabaei University,** Tehran, Iran

## Volunteering

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- Participated in EUvsVirus Hackathon
- Participated as an organizer in the first startup weekend of smart city in Iran that was held in Shahid Beheshti University
- Participated as a mentor in the Karaj's startup weekend

## **Other Courses and Certifications**

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2018	Content, Advertising, and Social IMC, Northwestern University
2018	Brand Management, London Business School
2017	Content Marketing, Udemy.com and hubspot.com
2013	Photoshop
2011	Interior Design, Tehran University
2009	IELTS (6.5 Academic), British Council, Malaysia

## **Languages**

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- Persian (Farsi)            Native
- English                    Fluent
- French                     Intermediate

## **Publications and Achievements**

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- Translated a book with the title of “Insurance Marketing” in collaboration with Insurance Research Center of Iran
- Placed second in the first Startup weekend of Game in the Science and Industry University of Iran with FLUTZ team
- Wrote and published articles in the Iranian newspapers and magazines such as Forsat-e-Emroz and Asre-e-Eghtesad newspapers