

Mehrdad Oliaee

Marketing and Digital Marketing

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.

<https://mehr1dad.ir>   

Work Experience

Digital Marketing Consultant

- Conducting research on target audiences and industry trends
- Developing and implementing digital marketing strategies for clients
- Analyzing and interpreting data to measure the effectiveness of marketing campaigns
- Collaborating with clients to understand their business goals and needs
- Creating and managing digital marketing campaigns across multiple channels, including social media, email, and search engine marketing
- Providing regular reports on campaign performance and recommending adjustments as needed
- Staying up to date on the latest marketing technologies and trends
- Strong communication and interpersonal skills to effectively communicate with clients and team members.

January 2021 - Present

YouTube Content Creator

- Produce regular video content related to technology and digital tricks on DigiMehrdad YouTube channel, aligning with the brand message "Join me to make life easier with digital tricks".
- Write, storyboard, and edit videos, ensuring high-quality production standards and engaging content that entertains and educates viewers.
- Develop and execute marketing strategies to boost channel growth, including promotion of new videos across social media channels and other online platforms.
- Stay up to date with emerging trends and technologies in the tech and digital trick industry to develop new and unique video concepts.
- Collaborate with other content creators, influencers, or brands to create sponsored content, cross-promotions, and other collaborative videos.
- Manage and track analytics to measure the success of videos, as well as understand audience engagement and video performance.
- Maintain the brand image and voice across all videos, ensuring a consistent and recognizable brand style.

January 2021 - Present

Marketing and Retail Manager • MITGROUP

- Successfully transitioned from a B2B company to a B2B and B2C retail company, by developing a structured business plan that optimized customer lifetime value while improving the image and profitability of the brand.

This resulted in increased revenue and market share, as well as improved brand recognition and customer satisfaction.

- Implemented effective strategies to successfully launch new retail products and marketing campaigns while maintaining high standards of customer experience.
- Successfully entered the B2C retail market and established a healthy growth trajectory for the company.
- Successfully created a database of more than 2000 retail products with pictures and details for the company's B2C website - shopmit.net. This involved importing, organizing, and optimizing product data and images, resulting in a user-friendly, engaging, and informative shopping experience for customers.
- Provide call and chat customer support for MITGROUP and SHOPMIT products and services.
- Oversee the online sales warehouse process to ensure timely and accurate delivery of products.
- Manage the process of sending retail goods across the country in an efficient and cost-effective manner.
- Directed the content team and studio to create engaging and effective promotional videos for MITGROUP's retail products and services, while overseeing all aspects of the team's day-to-day operations in line with the company's overall marketing strategy.
- Develop and execute online marketing campaigns to promote our retail products and services, focusing on SEO, email marketing, and social media outreach.
- Manage website content, including product pages, landing pages, and blog content, ensuring the website is up-to-date, relevant, and engaging.
- Monitor website analytics to identify areas of improvement and work with the website development team to make recommended changes to website design, functionality, and user experience.
- Manage website development team to launch new product pages, optimize mobile design, and launch website features that increase user engagement and drive web sales.
- Coordinate and manage sales and marketing of retail products in online marketplaces.
- Conduct market research to stay up-to-date with competitor trends in the retail industry and provide recommendations for new product lines and marketing campaigns.
- Work cross-functionally with supply chain, customer service, and sales teams to ensure high standards of customer experience.

September 2021 - July 2022

Project Management • Sabaidea, Cinematicket

Created a process of intra-organizational management for Cinematicket

- Collaborated with the marketing team to develop and execute marketing campaigns and initiatives that supported Cinematicket's business objectives.
- Managing project budgets and timelines
- Coordinating with cross-functional teams to ensure successful project outcomes
- Analyzing project results and making recommendations for future improvements
- Identifying project risks and implementing mitigation strategies
- Communicating project status and updates to stakeholders
- Staying current with industry trends and best practices related to project management and marketing
- Worked closely with cross-functional teams, including product, design, sales, and engineering, to ensure alignment and the completion of tasks.
- Built and maintained relationships with external vendors, ensuring that they delivered high-quality work within scope and budget.
- Developed and implemented project management processes and best practices, ensuring that these were followed by all team members.
- Provide call and chat customer services.

September 2019 - July 2021

Product Marketing Manager • Sabaidea, Aparat GAME

Planned and implemented the first online game platform and video streaming service in Iran, Aparat Game.

- Leading and executing marketing strategies to increase market share and competitiveness in the streaming service industry.
- Conducting market research and analysis to identify emerging trends and opportunities in the gaming industry and how they relate to streaming services.
- Developing messaging and positioning for the Aparat Game streaming service.
- Collaborating with cross-functional teams including product development, sales, and marketing communications to ensure successful product launches.
- Creating and managing product marketing budgets.
- Analyzing the effectiveness of marketing programs and making recommendations for improvements.
- Staying current with industry trends and best practices related to product marketing and streaming services.
- Building and leading a team to support new and experienced streaming members on the Aparat Game platform.
- Developing and executing an online digital advertising plan to promote the Aparat streaming service.
- Leading the design and implementation of the Aparat Game logo.
- Organizing and administering tournaments for Iranian game streamers, including Streamer of the Year and Most Popular Streamer of the Year.
- Generating and maintaining Aparat Game social networks.
- Planning and running meetings for Iranian game streamers in partnership with the Iran Computer Games Foundation.
- Arranging conference boards with Iranian game streamers at Telecom Exhibition 2019.

January 2018 - September 2019

Project Manager • Sabaidea, Aparat LIVE

Planned and implemented Aparat Live, the first video streaming service in Iran Aparat Live

- Conducted market research and analysis to identify emerging trends and opportunities in the video streaming industry.
- Developed and managed project schedules, resources, budgets, and timelines for the Aparat Live platform.
- Built and led a team to support new and experienced streamers on the Aparat Live platform.
- Developed and implemented technical strategies for Aparat Live to ensure that it provided the best possible service to users.
- Built a monitoring team and trained ten people to monitor live streams day and night, ensuring that the quality of service was maintained at all times.
- Built a customer care team and trained five people to respond to client inquiries day and night, resulting in increased customer satisfaction and loyalty.
- Generated and maintained social media channels for Aparat Live to boost engagement and promote new features.
- Managed and covered all national and international events on Aparat Live, simulcast the full live coverage of Samsung's Galaxy Unpacked 2018 event, on both aparat.com and samsung.com/iran, the Live coverage of Game Awards 2017, and the Live coverage of the Oscars ceremony in 2018.
- Managed and directed the closing ceremony of the Iranian video games festival 2019, highlighting the innovative spirit of the gaming industry in Iran
- Coordinated the Live coverage of TEDx Amirkabir 2019, providing audiences with real-time access to thought-provoking and inspiring talks.

November 2017 - September 2019

Social Media Specialist and Digital Marketing Specialist • Sabaidea, Aparat and Filimo

- Develop and execute social media and digital marketing strategies to increase engagement and drive growth on the Aparat.com platform.
- Manage social media campaigns across multiple platforms to promote Aparat.com as a leading video-sharing platform in Iran

- Create and optimize digital ads, including display, video, and search ads, to drive traffic to the Aparat.com and filimo.com websites.
- Monitor and analyze key metrics to measure the effectiveness of social media and digital marketing initiatives, and implement changes based on insights.
- Stay up to date with the latest trends and best practices in social media and digital marketing.
- Collaborate with cross-functional teams to ensure alignment and consistency across all marketing efforts.
- Develop and maintain relationships with influencers and key stakeholders in the social media and digital marketing space.

June 2015 - November 2017

Research & Development • LINE Plus Corp, LINE messenger

- Survey the presence of LINE in the Iranian market, specifically after the ban of Telegram, and plan for digital marketing and TVC ads to drive user acquisition and engagement.
- Direct research in core markets to drive understanding of unmet needs, market segmentation, competitive landscape, and market potential, focusing on the Iran market.
- Build market and competitive intelligence, leading marketing information for LINE Corp, providing in-depth insights and analysis for LINE business development.
- Support the strategic planning process, including analysis of potential initiatives and development : identify growth segments, prioritize opportunities, and analyze potential targets product-wise.
- Map and estimate market size and share for messaging apps in Iran, driving market data process for LINE.
- Monitor Iranian and global markets and competitive developments to stay up to date with industry trends and inform product development and marketing strategies.

April 2017 - August 2017

Wholesale Gold Jewelry Suppliers and Distributors • Grand Bazaar, Tehran

- Wholesale distribution of gold, jewelry, and watches to retailers and other wholesalers in the Iranian market, specifically in the metropolises.
- Preparation and sourcing of jewelry from the Turkey, UAE, and Italy markets to ensure a diverse and high-quality product mix that meets the needs of customers in the Iranian market.
- Coordination with suppliers in Turkey, UAE, and Italy to ensure timely delivery and optimal inventory management.
- Manage relationships with retailers and other customers, ensuring high levels of customer satisfaction and retention.
- Monitor market and competitive trends to identify new opportunities and threats to the business.

November 2011 - October 2015

Trade Marketing Expert • LG Iran

- Organize and maintain a database of all LG stores and their relevant information, including location, contact details, and sales performance.
- Collect and control new brand shop requests from potential franchisees, including assessing their suitability for brand partnership, negotiating terms and conditions, and arranging site visits.
- Manage the process of ordering promotional items for brand shops from LG Korea, including coordinating with the marketing team to identify necessary items, placing orders to LG Korea, and ensuring timely delivery to brand shops.
- Provide regular status updates and reports to the management team on the status of the database, new brand shop requests, and promotional item orders.

July 2010 - October 2011

Military Service

In Iran, military service is mandatory for all males above the age of 18 . Conscription lasts for about two years.

April 2010 - October 2011

Assistant Project Manager • MTN Irancell, WiMAX

Perform administrative, Network, and training affairs related to Irancell WiMAX

- Conduct market research and surveys of internet service providers.
- Segment target customers for Irancell WiMAX.
- Schedule Network coverage in five provinces (Tehran, Alborz, Fars, Khorasan, and Khuzestan) for Irancell WiMAX.
- Conduct pre-tests of the product launch in these provinces.
- Train provincial vendors on Irancell WiMAX.
- Collaborate with colleagues to develop and implement plans for Irancell WiMAX.

July 2008 - March 2010

Trade Marketing Expert • MTN Irancell, GSM

- Conduct field visits and train Irancell dealers on the sales process.
- Control and review regional sales in Tehran, other cities, and provinces.
- Distribute promotional items and conduct field visits to promote Irancell products and services.

July 2007 - July 2008

Education



2005 - 2012

Damavand Azad University

Power Engineering

Skills

- Communication
- Creative thinking and problem-solving
- Leadership + Management
- Analytical and strategic thinking
- Customer-focused thinking
- Project Management
- Adaptability and flexibility

Languages

- Persian – Native or Bilingual
- English – Fluent