

SARA MIRZAEI

ADDRESS

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EDUCATION

DBA (Doctor of Business administration)

Swiss Management University

2010- 2014

Switzerland

MBA (Master of Business Administration)

Sharif University and Royal roads of Canada

2004-2006

Tehran, Iran

Azad University

B.A English translation 1997

Tehran, Iran

Qavam High school- Diploma 1991

Tehran, Iran

EMPLOYERS

Daarvag International

Vice Director

July 2016- Present

NOA Consulting Group (Personal business)

www.Noagroup.com

Managing Director & Member of board

March 2014- 2016

Torfeh Negar Holding companies

Member of Board

2014-2016

Faragostar Tejarat(Irankhodro group)

Member of board& Vice director
2010-2014

Consultancy of different companies

2009- 2016

Innovate Consultants

Vice Director

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| | 2008- 2010 |
| Daarvag International | Director of Client Services 2005 - 2008 |
| Publicis. Graphics Tehran (PGt) | Account Director 2004-2005 |
| Mitsubishi corporation (Mitsubishi & Konica distributor in Iran) | Sales and marketing Manager 1998-2004 |
| Mitsubishi corporation (Mitsubishi & Konica distributor in Iran) | Top Supervisor & Commercial manager 1997-1999 |
| Takhte jamshid lab Tehran, Iran | Supervisor 1992-1997 |

EXPERIENCE

Management

- Development of annual budget plan
- Development of business strategy according to the Holding or company strategies and cascading it to task of each department.
- Interviewed, hired and trained marketing and the sales force.
- Negotiated contracts and provided assistance for purchasing and supplying equipments and materials.
- Importing and exporting affairs, managing all process to get goods at soonest time with the least expenditure and vice versa.
- Managing sales and marketing group.
- Managing all account managers
- Managing advertising project. Consulting the best economical way, and Managing projects from A to Z.
- Developing brand key positioning, brand communication strategy, media strategy and detailed media plan
- Great networking relationship with different organizations and media
- Good management and leadership in a project, how to assign people, how to motivate them, how to control and making all related coordination to meet the milestones.

Teamwork

- Collaborated in a group of visitors, marketers, and account managers. Encouraging them to fulfill sale's objective.
- Continuous training
- Cooperating with my team members in a fair way, they like their job more and respect organization missions.

Computer skills

- Computer skills including: Ms Project, Ms Office (Excel, PowerPoint, Word)

Miscellaneous: Books & Articles

- Academic IELTS: Overall 7
- **Essay and Translation:**
 - Translation of Zag , Marty Neumeier
 - Translation of Building brands & believers , Kent Wertime
 - Translation of Power of Purpose , Richard J Leider
- Translation of Thao of Warren Buffet
- Writing "the Role of Celebrities in Brand growth"
- Writing " the secret of Leadership"

Some articles & interviews that are available in my personal website:
www.saramirzaee.com

Several articles and essays in different magazines & news papers

ABILITIES

Primary: Management, Branding, Sales & marketing, Market research, advertising, Public relation, CRM, Social marketing

Secondary: Commerce, event management

CONSULTING HISTORY

A: building a new brand in food industry (one of the key brand in Iran khodro holding) management of mentioned brand from A to Z, brand name, brand positioning development, brand portfolio management, brand communication strategy and go to the market and sales strategy

This brand is the first brand in my resume which I was with it from its creation till now

B: Consultancy and management of Choopan Ice cream Launch, management of the whole project:

Choopan was producing Ice creams for 3 years but there was no brand awareness and market share. After my cooperation a market research has been done by myself and then *a creative campaign has been developed and by a fair budget comparing to competitors a*

bang has been happened and Choopan has an incredible brand awareness on its ice cream and a good demand in the market, unfortunately their commercial and production were not fast enough to help sales and the demand was more than the supply and the traditional management belief discouraged me to continue cooperation with this company.

C: Consultancy in sales and marketing department in Torfeh Negar (the largest software manufacture in all professions by the name of Holoo)

- Developing brand strategies, brand extension and all brand communications
- Developing marketing plan
- Reengineering sales methods
- Promotional plans for their distributors across Iran

D: Consultancy in organizational structure and marketing

- Planning in business expansion in other markets such as : Sudan and KSA
- Consultancy in commercial affairs

E: Valuable experiences in branding and marketing and advertising planning and managing in follow mentioned industries:

Detergent, Hygiene industries:

- Pakshoo
- Paxan
- Mobarak

Banking:

- Maskan bank
- ENB (Eghtesad Novin Bank)
- Keshavazi Bank
- Mellat Bank

Food Industries:

- Behshahr - Ladan
- Golestan
- Saharkhiz
- Snack & Chips (Cheetoz)
- Kraft (Jacobs)
- Kent (relax)
- Fruit Juice (Shadlee , Spoota)
- Sauce(Mahram)
- Gallina blanca
- Kalleh
- BA
- Choopan
- Adan, Shabna

Telecommunication, IT

- Nokia
- Hamkaran System
- Torfeh Negar
- Samsung

- Home Appliances and Office machinery
 - Toshiba
 - Canon
 - HP
 - LG
- Samsung

Automotive

- Fouman Chimie
Iran Khodro
Pars Khodro

Clothing

- Jamineh
- Giva

PR & Event management:

- Nokia
- BMW
- BAT
- Fouman Chimie
- Mahram
- Shadlee
- Adan
- Brand Conference
- TP Link
- Unilever