



SARA MIRZAEI

ADDRESS

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EDUCATION

DBA (Doctor of Business administration)
Swiss Management University

Switzerland
2010- 2014

MBA (Master of Business Administration)
Sharif University and Royal roads of Canada

Tehran, Iran
2004-2006

Azad University
B.A English translation

Tehran, Iran
1997

Qavam High school- Diploma 1991

Tehran, Iran



EMPLOYERS

Teaching and Consultancy (Marketing, Branding & Advertising)

2009- present

/Azad University of Tehran & Qazvin /<https://iau.ir>

Industrial management institute (a reputable business school) <https://imi.ir/en>

Marketing school /<https://marketingschool.ir/index.php/academic-staff/detail/31>

Culture & science university (MBA Programs) <https://usc.ac.ir/en>

Besun institute /<https://rahinbesun.ir>

Consultancy of different companies (Marketing, Branding & advertising)

1992- present

VCG- Daarvag International (JWT Affiliation)- NOA Consulting Group (Personal business)

- Innovate- Torfeh negar-Faragostar -Innovate Consultants- Publicis. Graphics Tehran (PGt)-

Mitsubishi corporation (Mitsubishi & Konica distributor in Iran)

Takhte jamshid lab



EXPERIENCE

Marketing, branding and advertising

- **Functional experiences in marketing from A to Z**
- Familiarity with **market research**: managing many market research projects such as retail audit, quantitative & qualitative study. Running many FGs & in-depth interview from designing discussion guide, moderation and data analysis. I believe in the importance of market research as it helps to get a better insight of consumer's needs, market trends and also competitor's activities and so on.
 - Market research projects for brands such as : Miele'- Turquoise Group- Mahram- Somayeh- Shadlee- Datees- Zamyad- Irankhodro- Torfeh negar- UNICEF – Cheetoz- Lina – Orion
- **Development of new products**:
 - Launching a new product needs a various activity from the product formulation, its packaging till its professional launch to the market and its communication and go to the market strategy.
 - I was involved in many projects of different clients and it was a great learning for me during this journey.
 - I was completely involved in the marketing mix of a new product development.



- **Brand Management:**

- Expertise in branding not only as a brand manager but as an expert in this field, how to establish a new brand, how to reposition an existed brand, professional in brand positioning, brand communication strategy. It was my honor to help some international brand's launch in Iran market and also I was a part of some mutual projects with JWT for launching in MENA(Middle east & North Africa) brands such as NOKIA- MTN – Ladan Talaei (Safola)-

- **Project Management:**

- I'm a practical and achiever person that being fulfilled by a project result, I used to work as an account manager in PGT (Publicis in Iran) and it was a great chance to learn account management at the international standard level. After 1 year I become account director and then director of Client services in Daarvag international (JWT affiliated).
- I never worked as a coordinator but I always go further and I'm a very creative person that I can honorably say that many creative ideas of many campaigns were my idea. I worked as the strategic planner also and these diversity of works helped me to be a creative person. Needless to say that in Iran market we have to be multitask and it led to be more capable in different division of an advertising agency.
- I can easily say that I was involved in managing of all brands that mentioned in my CV.



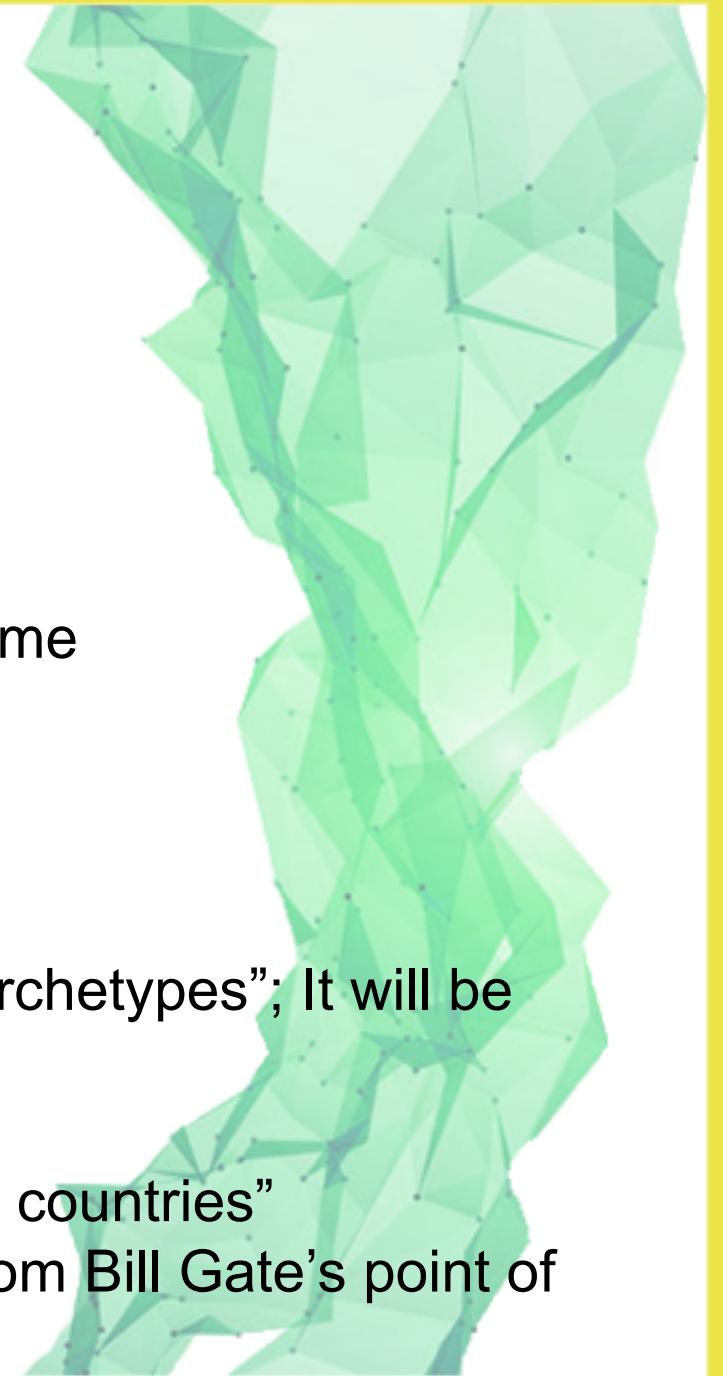
Miscellaneous

Books & Articles

- Essay and Translation:
 - Translation & Composing of Zag , Marty Neumeier
 - Translation & Composing of Building brands & believers , Kent Wertime
 - Translation & Composing of Power of Purpose , Richard J Leider
- Translation & Composing of Thao of Warren Buffet
- Writing "the Role of Celebrities in Brand growth"
- Writing “ the secret of Leadership”
- Writing a new book in IGI Global in USA” Developing Brands Using Archetypes”; It will be published in 2018
- Writing Archetype in marketing , published in Amazon
- Translation & Composing of “From Blend to Brands, branding in Asian countries”
- Composing of “Enlightenment now” Steven Pinker as the best book from Bill Gate’s point of view
- Writing “Baaham” as an inspiring book

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

Several articles and essays in different magazines & news papers





Achievements

The following are some of my achievements:

- Great reputation as an expert in Marketing, branding & advertising among 5 top experts in Iran market.
- Considerable success stories for many domestic & international brands in Iran from naming, positioning, portfolio, brand extension, communication strategies to their development.
- Trained & coached many people as a good reliable managers in marketing & branding field.
- Consulting & execution of more than 10 international brands on marketing strategy in Iran
- Consulting and execution and successfully increased the sales of more than 40 companies in last 7 years in different industries in Iran.
- Translation and writing of 10 books and 30 essays on branding, marketing and advertising.
- Production and execution of more than 100 creative advertising campaigns in Iran for local and international brands. All run campaigns are available to present.
- I was named & awarded as the best speakers among 20 speakers in 3 seminars on branding and marketing. International brand conference in Iran in 2011, 2012)



Clients History

