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Professional summary

Decisive Marketing Manager with over seven years of experience driving company growth through creative and innovative strategies. Resourceful team leader skilled at analyzing market trends and customer needs to develop highly effective, targeted marketing campaigns.

Education

December 2022 – Current

Master of Science: Marketing

London

London University

September 2021 – June 2023

Master of Science: Industrial & Organizational Psychology

Tehran/Iran

Islamic Azad University

January 2019 – January 2021

MBA: Business

Tehran/Iran, Iran

Mahan Business School

September 2010 – November 2017

Doctor of Medicine: Veterinary Medicine

Karaj/Iran, Iran

Islamic Azad University

Work history

January 2024 – Current

Customer Operations Unit (Customer's Club) Manager

Tehran

Modiran Khodro (MVM)

- Holding various events to increase customer satisfaction
- Conduct customer surveys
- Increasing brand awareness by conducting various campaigns
- Increasing the effective communication between customers and the company
- Carrying out social responsibility activities

September 2023 – January 2024

Public Relations Manager

Tehran

Modiran Khodro (MVM)

- Handled life-cycle planning, development, and implementation strategies across various PR projects.
- Managed inquiries and interview requests from the media to deliver accurate information.
- Managed department budget and monitored expenditures and costs.
- Created innovative, effective promotions and marketing campaigns to bespoke client demands.

March 2023 – September 2023

Public Relations Manager and Marketing Consultant

Tehran

World of Economy Media, Donyaye Egtesad

- Handled life-cycle planning, development, and implementation strategies across various PR projects.
- Managed inquiries and interview requests from the media to deliver accurate information.
- Managed department budget and monitored expenditures and costs.
- Created innovative, effective promotions and marketing campaigns to bespoke client demands.

March 2023 - Current

Blockchain Columnist & Consultant

World of Economy Media, Donyaye Eghtesad

- Allocated teams, materials, and calendar space for individual projects.
- Used multi-source data to determine sales and delivery terms for products and services.
- A sixfold increase in weekly content production
- Developed marketing plans to support department strategies.
- Maintained up-to-date knowledge on Blockchain current affairs and events to provide topical content.
- Researched issues and checked facts, maintaining high standard of journalistic integrity.

October 2022 - April 2023

Academy Manager and Instructor

Sarmayex Crypto Exchange

- Built leadership potential through one-to-one coaching, mentoring and career guidance.
- Developed educational training programs covering key learning objectives, increasing cadet knowledge and engagement.
- Provided cadets with personalized direction and career management advice to enhance future development opportunities.
- Holding various educational-oriented events.
- Organised school attendance at educational events and conferences to connect with potential students.
- Led curriculum improvement with course leaders with a focus on increasing pass rate and overall performance.

July 2022 - October 2022

Content Manager

IEDCO

- Wrote and edited content, publishing finished products using WordPress.
- Monitored and managed performance of team using metrics software.
- Advertised online to increase Click Through Rate (CTR) and gain momentum.
- Designed editorial calendar to optimise schedules for content team.

November 2021 - July 2022

Marketing Manager

Mahan Educational Institute

- Analysed customer data and campaign performance to drive improvements.
- Advised on marketing strategy with strong industry knowledge.
- Delivered sales pitches and presentations to high-profile clients.
- Conducted market research to better understand key customer segments.

June 2021 - November 2021

Communications and Public Relation Manager

Badraan Co

- Communicated with media outlets and journalists to create press kits.
- Generated public awareness by publishing articles and case studies in targeted trade publications.
- Consulted with executive management to develop communication policies and procedures for managing crises.
- Designed and developed creative communication and marketing products to support programme objectives.
- Defined KPIs for each communication channel to evaluate campaign's success level.
- Represented organisation at local and national events and press conferences to promote brand awareness.

June 2022 - June 2023

Blockchain & Marketing Consultant

Nik Amooz Educational Institute

- Facilitated strategic decision-making by compiling detailed marketing reports.
- Used research techniques to determine customer needs and preferences accurately.

- Suggested and implemented campaign ideas that boosted social engagement rates by 65%.
- curriculum designing

November 2020 - Current

Marketing Consultant

Lizal Fashion & Clothing Institute

- Facilitated strategic decision-making by compiling detailed marketing reports
- Used research techniques to determine customer needs and preferences accurately.
- Built SEO content strategy that increased website traffic by 45% within six months.
- Suggested and implemented campaign ideas that boosted social engagement rates by 76%.

August 2020 - Current

Founder

Dr. Gamer Game Development Institute

- Launched new, innovative projects based on customer demand.
- Presided over initial business concept, funding and employee recruitment.
- Organised planning sessions and team-building events to establish rapport and obtain goals.
- Maintained comprehension of business operations by establishing and monitoring KPIs.

March 2020 - Current

Branding & Marketing Consultant

Banasaz Co

- Delivered clear guidance and KPIs for financial planning processes to support consistent deliveries and offer sufficient information to explain drivers and trends.
- Analysed projects for capital deployment and helped structure multi-million-pound deals.
- Modelled financial information related to payroll, capital projects and operating supplies.
- Delivered financial oversight and advice to corporate stakeholders, improving strategic planning.

January 2015 - Current

Marketing & Content Creation Consultant

Freelancer

- Maintained comprehensive competitor knowledge through continued market research to remain ahead of advertising trends.
- Offered strategic recommendations in lead and sales generation processes, aiding the achievement of established targets and KPIs.
- Networked with media and PR professionals to build campaign reach.
- Developed and executed sales promotions, increasing revenue through targeted campaigns.
- Assessed campaign performance to identify opportunities for improvement.
- Used paid and organic content to fulfil campaign objectives.

April 2020 - Current

Director

Rah Afarinan Ad. Agency

- Strategised long-term business needs, driving customer feedback to deliver ongoing process improvements.
- Negotiated with suppliers to reduce costs and achieve stable supply chains.
- Created clear company mission and vision statements, improving staff focus and motivation.
- Managed daily operations by overseeing financials, key performance indicators and employee performance.

December 2020 - July 2022

Content Producer

TIVA TV

- Developed cross-platform content strategy to reach wider audience.
- Designed editorial calendar to optimise schedules for content team.
- Used content management systems for website traffic and user engagement metrics analyses.
- Scheduled meetings with team to brainstorm and develop new ideas.

April 2019 - May 2021

Public Affairs & Communication Consultant

Eurasia Co

- Promoted organization as public representative at business, social, and community functions.
- Engaged different digital communities to promote the organization and identified new audiences for outreach.
- Commissioned public opinion research, analyzed findings, and used insight to inform promotional campaign strategy.

- Planned, developed, and implemented robust PR strategies to manage brand reputation.

April 2019 - May 2021

Founder

Rad Art Institute

- Launched new, innovative projects based on customer demand.
- Presided over initial business concept, funding and employee recruitment.
- Organised planning sessions and team-building events to establish rapport and obtain goals.
- Maintained comprehension of business operations by establishing and monitoring KPIs.

March 2010 - June 2017

Host/Interviewer

Javan Radio

- Coded data from participant interviews.
- Managed workload to keep project information current and deliver completed surveys on time.
- Completed follow-up interviews on longer-term projects and tracked results for publication.
- Operated clicker machines and collected and entered data on handheld tablets throughout shifts.

Certifications

- Project Management: Specialization, Google - 2023
- Branding: The Creative Journey, IE Business School - 2023
- Digital Marketing & E-commerce Professional Certificate, Google, 2023
- Content Creation Master Course, NAS Academy - 2022
- The Ultimate Discord Guide, Udemy, 2022
- Digital Marketing Management, Mahan Business School- 2020
- Fundamentals of Digital Marketing, Google - 2020
- Introduction of Personal Branding, Virginia State University - 2020
- Principles of Body Language & Negotiation, Maktabkhoone, 2020
- Project Management, Sharif University, 2020
- Online Advertising Campaigns, Sharif University & Mahan Business School, 2020
- Neuromarketing and Marketing Automation, Maktabkhoone - 2020
- Principles of Copywriting, Afkhami Co. - 2020
- Product Management, Sharif University, 2020

Skills

- | | |
|---------------------------------|-----------------------------|
| • Networking ability | • Marketing and advertising |
| • Business development | • Brand-building strategies |
| • Marketing campaign management | • Communications management |
| • Budget management | • Digital Marketing |
| • Business negotiations | • Web3 Marketing |
| • Strategic planning | • Gamification |

Languages

English

Fluent

German

Intermediate

Spanish

Beginner

Italian

Beginner

Persian

Native

Memberships

- Member of the Iranian Blockchain Association
- Member of the Iranian Marketing Association
- Member of the Iranian Business Management Association
- Member of the Tehran Chamber of Commerce

Member of YGG Crypto Community
Member of Metaversity Community
Ambassador of Metafluence Metaverse Project

Books

Author of "Glossary of Financial-Markets Terms" in Persian

Translator of " Search Inside Yourself " to Persian

Translator of " How to Sell Anything to Anyone" to Persian (in Process)

Translator of " Public Relations, Branding and Authenticity " to Persian (In Process)