


Behnaz Arabalanchari

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Summary

Analytical and result-oriented Marketing Analyst and strategist with 10+ years of experience in developing and implementing effective marketing strategies. Proven expertise in digital marketing, data analysis, market research, and brand development. Has a strong track record of enhancing marketing infrastructure and driving growth for leading corporations.

Areas of Expertise:

Marketing Analysis, Marketing Strategy, Data Analysis, Digital Advertising, Marketing Research, Marketing Communication, Social Media Marketing, PPC

Experience



Marketing Manager

ENVO Drive System

Sep 2022 – Present (19 Months)

ENVO Electric is a leading manufacturer of electric vehicles based in Vancouver, Canada. Our mission is to create a sustainable future by providing eco-friendly vehicles that are accessible, reliable, and affordable. We believe that electric mobility is the future, and we are committed to being at the forefront of this movement.

My responsibilities

- Develop and execute marketing strategies to promote products in the North American market, conducting market research, analyzing consumer trends, and identifying target audiences.
- Execute marketing campaigns across digital media, print advertising, social media, and events.
- Analyze market data to evaluate customer preferences, market trends, and competitor activities.
- Implement digital marketing initiatives like SEO, PPC advertising, email marketing, and social media campaigns.
- Monitor and analyze website analytics for optimizing online presence and user experience.
- Collaborate with cross-functional teams to ensure effective communication and coordinated promotional activities.
- Manage marketing budget, allocating resources efficiently and conducting ROI analysis for campaign effectiveness.
- Organize media events and manage publications to boost brand awareness.
- Plan and drive influencer marketing campaigns and affiliate programs.
- Collaborate with PR agencies and plan and oversee PR campaigns.



Sr. Marketing and Operation

UNIDEF

Jan 2022 – Sep 2022 (9 Months)

Unidef is a global network of organizations working together to accelerate the world's transition to a decentralized future.

- Developing and implementing 360 marketing campaigns and initiatives based on data-driven insights.

- Analyzing market data and developing marketing strategies for sub-brands and various markets.
- Tracking and analyzing marketing and sales performance metrics
- Providing regular reports on marketing performance and making recommendations for improvements
- Oversees to design and implementation of digital presents of the brand through its websites, social media, communities, and a mobile app.



Senior Marketing Manager

PishtazTeb Diagnostics

Dec 2018 - Mar 2022 (3 years 4 months)

PishtazTeb Zaman Diagnostics is a global brand that specializes in "In-Vitro Diagnostics Medical Devices, Life Science, IVF, and Clinical Research." Its products are distributed to clients all throughout Iran and in more than 25 countries around the world via a vast distribution chain.

my activities:

- Managed marketing budget and optimized advertising channels, leading to a 250% increase in sales through an online shop portal designed by me.
- Developed and implemented several tailored social media campaigns.
- Create, implement, and track integrated multi-channel marketing strategies.
- Developed and planned CRM software and processes.
- Develop and implement an OKR plan for measuring the performance of the Sales, Marketing, and Customer Support teams. And construct a BI panel for monitoring and analyzing sales data.
- Establish Pishtazteb Academy to enhance consumer engagement by providing educational content about science-based products.
- Create a Loyalty Program and a Customer Club for consumers and agents that reduce costs by 4%.
- Optimized website and utilizing Google Analytics for sales funnel and engagement enhancement.



Marketing Manager

JIRING (MCI)

Feb 2016 - Nov 2018 (2 years 10 months)

Jiring is one of MCI's subsidiaries. All the financial services on the MCI (Mobile Telecom Company of Iran - First Operator) platform are assigned to Jiring.

- Analyzed sales data on customer behavior and marketing performance of B2B and end users.
- Developed and implemented three 360-degree marketing campaigns for the launch of two mobile applications.
- Transformed corporate website and social media platforms to better engage customers and promote sales.
- Design and develop Business models for two payment services mobile applications.



Marketing Manager

SHOPP

May 2018 - Oct 2018 (6 months)

SHOPP is one of Tosan Techno's subsidiaries that focuses on payment, retail, and e-commerce solutions. It develops cloud-based apps that offer payment and retail services.

- Conducting marketing research and market study to develop the marketing strategy.

- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Implemented successful marketing and promotional strategies for the launch of new products.
- Developed consumer-tailored print and digital marketing materials for targeted distribution.
- Utilized market trends and target audience statistics to effectively and appropriately market products.
- Created two 360° marketing campaigns that resulted in increased brand awareness, product introduction to the market, and revenue growth.
- Creating a new website with an online shopping platform that is integrated with CRM to improve the sales funnel and engagement.



Product Marketing Specialist

FANAP

Mar 2015 - Feb 2016 (1 year)

- Planning marketing measures to promote business development.
- Creating non-technical marketing presentations, public relations campaigns
- Analyzing demographic data to determine optimal targets, messaging, and tactics for persuasion.
- Developing and directing full-cycle marketing and advertising strategy.
- Wrote engaging marketing, advertising, and website copy.
- Identified relevant marketing channels and target customers for campaigns.



Marketing Specialist

Minagaran

May 2012 - Feb 2015 (2 years 10 months)

- Create market research questionnaires and surveys
- Monitor product line sales and costs, compiling thorough progress reports using data analysis.
- Support sales staff by providing market trends, account analyses, and new product information.
- Plan events and trade shows by developing schedules, establishing contacts, and coordinating mailing lists.



Marketing Research Analyst

APCO

Apr 2011 - Apr 2012 (1 year 1 month)

This company is a profitable and commercial organization in the home appliances industry,

My Activities:

- Create and present real-time reports on current market conditions to upper management.
- Gather data on competitors to analyze prices, sales, and methods of marketing and distribution.
- Create and manage databases of information gathered from research.
- Identify appropriate marketing channels and target customers for campaigns.

Education



Alzahra University

Master's Degree, Development Economics and International Development

Jan 2010 - Oct 2012



Ferdowsi University of Mashhad

Bachelor's Degree, Economics

Licenses & Certifications

 **Tableau Data Visualization** - Udemy

 **PowerBI** - M.F.T

 **Ultimate Google Ads** - Udemy

 **Facebook Marketing & Facebook Advertising** - Udemy

 **Google Analytics** - Coursera

 **Verified International Academic Qualifications** - World Education Services

Top Skills

Digital Marketing • Marketing Strategy • Marketing Analytics • Campaign Management • Google Ads • Tableau • Advanced Excel • Microsoft Power BI • Google Analytics • Team Leadership • Influencer and Affiliate Marketing • Social Media Marketing • Social Media Advertising (Facebook, Pinterest, LinkedIn,...) •