



## Career Objective :

Experienced in marketing field as Marketing Manager, Marketing Representative with a demonstrated history of working in the computer hardware, sales and marketing industry. Skilled in Marketing & Sales, Market Demand Research, Product Marketing, Online Sales and Strategy Development and Project Management, 15 years experience in marketing in ATL, BTL and TTL including online website and blogs and forums with strong appearance in social media since they founded. Sales Channel development and implement omnichannel maintenance and development, mainly focusing in Technology and computer hardware,

# MOIEN SAMETI

## Experience

## Contact

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- #78, Kasrawi St, Gisha St, Tehran

## Skills

### Personal

- Time Management
- Team Working
- Team Builder
- Multitasking, Quick Learner
- Responsibility, Felexibility
- Problem Solving
- Team Leader

### Profetional

- ATL, BTL, TTL
- Sales Planing Management
- Product Marketing
- E-commarce (woo, Magento,.)
- Photography
- Loyalty Programs
- Microsoft Office
- Basic knowledge adobe PS, AI
- Computer Hardware Expert
- Event Managment (Host, Presenter, Executor)
- Sales Cordinator
- Public Relations Expert

## Language

- Persian ( Native )
- English ( Fluent )

## QR Code



### Zoya Electronics

Chief Opreation Officer· Self-employed  
Iran

Jun 2021 - Present ·  
1 yrs 5 mos

In zoya electronics we establish new products line in consumer electronics, we manage to produce high quality products from local material with imported technologies, we tried to collect the best raw material and prepared the requested market demand products including : wall usb charger, usb charger cable ( type-c , lightening, micro-c), patch cord cable

### G81

Founder · Self-employed  
Iran

May 2007 - Present ·  
14 yrs 10 mos

In G81 we are trying to bring ecommerce experience to next level from holders to end users we got plan to make easier working with online shops, we try to collect data from global and delivers these information to right persons,

### Dorsa Leather

Head of E-commerce· Full time  
Iran

Feb 2021 - Jun 2021·  
4 mos

Developing Online Sales Strategy for dorsa (leather, home, jewelry)

- \* Suggesting UI/UX experience for dorsa.net.
- \* Develop sales strategy for dorsa.net and target new audience,
- \* Marketing Ads suggestion for dorsa.net
- \* Cooperating with other e-commerce including digikala, banimode & ....
- \* Advising marketing strategy for online appearance of company
- \* Suggesting logistics and online packing for delivering goods.

### AVAJANG

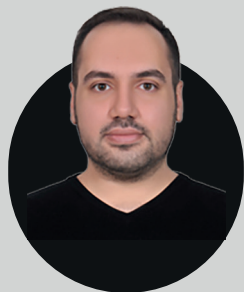
Marketing Manager· Full time  
Iran

Jan 2019 - Feb 2021 ·  
2 yrs 2 mos

- \* Developing yearly/quarterly/monthly marketing plan for company with timetables and KPI targets.
- \* Overview the marketing strategy in ATL, BTL, TTL base on available products,
- \* Managing the candidate opportunity in order to achieve company goals.
- \* Developing felexible starategy regarding to market conditions,
- \* Managing online Channels including development of avajang.com , axtrom.com , gcip.ir
- \* Development Sales ERP for B2C, B2B, B2G, Personal Sales in online During pandemic.
- \* Cooperating with vendors and developing strategy for Marketing to proof sales.
- \* Brand crisis management in the market ATL, BTL , TTL
- \* Trend analysis for new and existing opportunity.
- \* Identifying, developing and evaluating marketing strategies based on defined objectives and market conditions.
- \* Establishing marketing goals based on past performance and market forecasts.
- \* Researching and analyzing market trends, demographics, competitor products, and other relevant information to form marketing strategies
- \* Developing campaign with brand influencers (mega/micro/... )
- \* Approving and monitoring the creative development of promotional materials, website content, advertisements, social media and other marketing -related projects.
- \* Organizing more than 100 events, webinars, advertising, email campaigns to drive awareness and new business
- \* Generating brochure content including design, digital material, paper material

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## Experience

### GIGABYTE

Marketing and Technical Manager - Full time  
Dubai

Sep 2015 - Jan 2019  
3 yrs 5 mos

- \* In-charge of Public relation, Marketing & Market development
- \* In-charge of Crypto Surfs for analysis market demand and market request for hardware mining.
- \* Press Release Creator and director of Content sharing with printed press and online media related in hardware,
- \* Cooperating with online and offline media for Advertisement, product review, social media and etc.
- \* Cooperate with Iranian miners to development in crypto markets.
- \* Brand crisis management in the offline market and online media.
- \* Content campaign manager (A-Z)
- \* BTL jobs and handling channel program with planned and set up in-direct Channel Program,
- \* Online Channel loyalty program for direct and in-direct account
- \* Production marketing material and holding event including seminar and workshop.
- \* Founding opportunity for Tender and Special Deal, Handling technical part of product and introducing new product to our targets.

### Shahrsakhtafzar

Tecnology Officer- Part-time  
Iran

Jul 2006 - Dec 2017  
11 yrs 6 mos

- \* Forum Administrator and handling 200K committee in different category included Gaming, Hardware, Blockchain, Software, and etc
- \* handling forum activity,
- \* Developing Gaming functions and Hardware compatibility
- \* Writing article and PR for including gaming and overclocking
- \* Holding overclocking event and efficiency program in gaming
- \* Participating for overclocking event during 2009 to 2013 { MOA, GOOC, ... }
- \* Representative of SSA in exhibitions and events including international and internal exhibitions
- \* Advising best related hardware for Mining Crypto and discussing about blockchain with Iranian comity
- \* Developing Iranian NFT and Representative for industrial company for entering in crypto markets.

### AVAJANG

PR & Marketing Supervisor- Full time  
Iran

May 2011 - Aug 2015  
4 yrs 4 mos

- \* Incharge for of all ATL & BTL
- \* Following opportunity for AVAJANG Company and its brands including GIGABYTE, Coolermaster, Gskill, Epson and etc.
- \* Directing Online Content & PR Campaign for Avajang
- \* Handling market research for new customer, managing channel with cooperating with sales team
- \* Cooperating closely with the media and channel for training and improving brand image
- \* Generating first online event with giveaway contest in 2011
- \* Managing online forums and generating specific content for our target audience.
- \* Providing data and content for our social media FB, Twitch, Youtube and ...

### Mehrgostar Computer

Sales and Technical Representative - Full time  
Isfahan

2008 - 2011  
2 yrs 5 mos

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#78, Kasrawi St, Gisha St,  
Tehran

## Education

- Islamic Azad University (Najafabad)  
Bachelor's degree, Information Technology Sep 2011 - Jun 2014
- School Certificate  
Diploma's degree, Matematic Jun 2008

## Achivment

- MOA Final 2010**  
2010 MOA Finalist  
MSI MOA 2010 Global Overclocking 2010
- Gigabyte ThrowDown**  
2011 3th Place  
GIGABYTE 3D MARK Overclocking 2011
- Hosting over 100 Event**  
Seminar, workshop, luanch event, media event,  
webinar, Product show, road show, ... 2011 - 2021

## Interests

Reading  
Technology  
Classic Music  
Hardware

## QR Code

