



**ELHAM DOROODIAN**  
TECHNICAL MARKETING SPECIALIST  
FRONT- END DEVELOPER (JS,TS,React.js)

Date of Birth



25 Aug. 1990   e.dorudian@gmail.com   +989121774795   Tehran-Iran   <https://github.com/Elhamdorudian>   <https://linkedin.com/in/fatemeh-doroodian-7376a683>

## PERSONAL SUMMARY

Highly motivated and dedicated marketing specialist with an engineering and business background and five years of professional working experience, eager to leverage my academic knowledge in Information Systems and also Technology Management.

## EDUCATION

▪ **Master of Business Administration**, GPA: 3.84  **Sep. 2013 – Feb. 2016**  
Sharif University of Technology - Tehran, Iran

▪ **B. S. Mechanical Engineering**, GPA: 3.03  **Sep. 2008 – May. 2013**  
Sharif University of Technology - Tehran, Iran

**Thesis:** "Designing a Modular 3 Degree of Freedom Robot with Linear and Rotary Motion" under the supervision of Professor Mohammad Durali, 2013

## PROFESSIONAL EXPERIENCES

### Technical Marketing Specialist



**Jun. 2019 – Present**

#### Mobile Telecommunication Company of Iran (MCI)

- Led and supported a 5-member cross-functional team in the "Implementation of a new infrastructure for combo packages" project for 2+ years.
- Assessed technical FRSS<sup>1</sup> of the new "campaign management system" and took part in weekly meetings for 3 months to learn about the features new system may offer and write business RFPs in the future.
- Provided test scenarios to make improvements of the company's new application (MyMCI<sup>2</sup>) resulted in alterations and enhanced active users by 12% in a year.
- Improved bounce rate by 10% through working closely with technical team to design new application UX & UI (Google Analytics) as a "Member of e-services committee".
- Mentored 3 newly recruited employees in our team.

### Marketing Products and Services Specialist



**Jun. 2016 – Feb. 2018**

#### Mobile Telecommunication Company of Iran (MCI)

- Conducted market research and benchmarking to identify 2 underserved customer segments and developed 3 new customized products, increasing the segments' data usage by 25%.
- Monitored recently launched products or campaigns and prepared 10+ reports and dashboards using KPI's such as ARPU, revenue, usage,... for cross and up-sell activities and targeting.

<sup>1</sup> Functional Requirement Specification

<sup>2</sup> Mobile app, webpage, and PWA versions

- Presented B2C solutions in products or campaigns, considering promotion opportunities, competitors' behaviors, and existing infrastructure.
- Developed 12+ RFPs of new products resulted in designing 8+ new or updated products.

## Co – Founder/ Human Resource Specialist

 Jul. 2018 – Apr. 2019

### FIRUZEH Food Complex

- Developed and implemented sales and marketing plans, promotions and events; created posters, newsletters and assisted with the execution of events which boosted revenue by nearly 25%.
- Established in-person sale meetings and networking that resulted in 3 contracts to supply food to three local businesses.
- Built and increased exposure of the brand through social media platforms like Instagram & Telegram and created a relationship with 8000+ customers.

## LICENSEES & CERTIFICATES

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- Modern JavaScript, Udemy course Certificates, 2021
- HTML,CSS, and JavaScript for Web Developers, Coursera course, 2020
- 5G, LTE and Intelligent Communications, MCI Workshops, 2020

## RELATED COURSES

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**Business:** Microeconomics, Managerial Accounting, Decision Making, Operation Management, Organizational Innovation and Entrepreneurship, Selected Topics in Organizational Development, Organizational Change Management, Agencies Financial Management, Research Methods in Managements,

**Engineering:** Fundamentals of Programming (C++), Differential Equations, Engineering Mathematics, Numerical Calculations, Robotics and Lab

## LANGUAGE PROFICIENCY

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|---|--|
| ▪ English – Full Professional proficiency | <b>IELTS- ACADEMIC: 7.5</b> (L=8.5, R=8, W=6.5, S=7.5) |
| ▪ Persian – Native proficiency            | <b>IELTS- GENERAL: 8</b> (L=8.5, R=9, W=7.5, S=7.5)    |

## SOFTWARE SKILLS

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**Programming Languages:** JavaScript

**Web Development:** JavaScript, TypeScript, HTML5, CSS3, Bootstrap, React.js ,SASS,Node.js

**Administrative:** Google Analytics, MS Office, Git, Visio

## REFERENCES

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- Mrs. Saeideh Esmaeilifar, Technical Products And Services Manager, Mobile Telecommunication Company of Iran, s.esmaeilifar@mci.ir
- Dr. Sara Banki, Assistant Professor, Graduate School of Management and Economics, Sharif University of Technology, sbanki@sharif.edu
- Dr. Mojtaba Lashkarbolouki, Visiting Lecturer, Graduate School of Management and Economics, Sharif University of Technology, M\_Lashkar@sbu.ac.ir
- Dr. Mohammad Durali, Full Professor, Mechanical Engineering Department, Sharif University of Technology, durali@sharif.ir