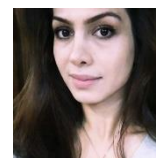


Banafsheh Ranjbar



Product Manager

Tehran, Iran



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☎ +98-912-2190327 📅 01 Feb 1986 🤝 single

A passionate and lifelong learner with 7 years of work experience as a product manager, I identified customer needs and business objectives that a product which I am fully responsible for that will fulfill, and my main responsibilities are the success of products by measuring important indexes (KPIs) and determining the best OKR to reach the objectives and working closely with Sale, Marketing, Technical, and supply chain departments to be sure that the product in all stages are aligned with the vision and strategy that we defined with the co-operation of my team and CEO.

Skills

Agile Frameworks (Scrum) / Digital Marketing (Google Analytics) / UI/UX Designs (Balsamiq) / Product Roadmap
CRM Software / ERP System / Market Research / stakeholders Management / SQL / Familiar with c++ and python /
Microsoft BI / Advanced Microsoft Office / HTML / WordPress

Language

First Language: **Persian** / Second Language: **English, IELTS 7** / Third Language: **German A1** (learning)

Education

- Tehran University, **DBA (Management)**, 2021-2022, Iran
- Tehran University, **MBA (Marketing)**, 2017-2018, Iran
- Staffordshire University, **Software Engineering, Bachelor's degree**, 2009-2013, Malaysia
- Public (Tohid) Technical High school, **Computer-Graphics, Diploma**, 2002-2003, Iran

Certifications

Product Management | maktabkhoneh academy
Advanced Product Marketing | LinkedIn Learning
Scrum: Advanced | LinkedIn Learning
Agile Marketing Training | Udemy
Digital Skills: Digital Marketing | Accenture
Digital Marketing | Google
Become a Marketing Manager | LinkedIn Learning
Becoming a Product Manager | LinkedIn Learning

Google Analytics | LinkedIn Learning
Microsoft power BI | LinkedIn Learning
UI / UX Design | LinkedIn Learning
Python Essential Training | LinkedIn Learning
SQL Essential Training | LinkedIn Learning

Work Experience

Product Manager

Laico Group (Retail) 📍 Iran, Tehran 📅 Jul 2017 – Present

- Develop the product vision and break it down into actionable artifacts that deliver value to the customer, Make the vision a reality and own the strategy, roadmap, and execution
- Coordinate closely with stakeholders in the company, especially with the contact persons in the R&D, act at eye level and develop a product vision together with them and implement it in an agile mindset.
- Work cross-functionally with sales, technical, UX/UI, marketing, and other stakeholders to successfully establish the most excellent product on the market. Take care to incorporate feedback from consumers and users into the further development of the product. Take into account accompanying aspects such as the generation of meaningful usage data and the structured and targeted analysis of the same and develop meaningful KPIs for this purpose.
- Provide leadership in defining MVPs that allow the team to test hypotheses while delivering a delightful customer experience
- Use product analytics and data to understand customers and use these insights to drive product strategy decisions and create features and user stories for the products that excel in user experience and provide real added value for the target
- Develop short-term and long-term product strategies in alignment with the core business needs and implement the 5Ps Marketing mix concept (Product, Price, Promotion, Place, People)
- Gain insights from customer and market research (product data analysis, user's interviews, analytics, and A/B testing), collect and prioritize feedback and make sure the products are built on top of this knowledge to drive the products towards product-market fit.
- Help the team better understand the actual pain points and needs of personae & find the most fitted solutions to these problems.

Product Manager

Dorsa Group (Retail) 📍 Iran, Tehran 📅 Jun 2014 – Jul 2017

I was fully responsible for the product planning and execution throughout the fashion product lifecycle, including gathering and prioritizing product and customer requirements for the company.

Sales/Marketing Executive

SciTech Co (Retail) 📍 Iran, Tehran 📅 Sep 2005 – Sep 2008

I was in charge of implementing targeted marketing strategies and maintaining customer relationships, tracking sales data, and creating performance reports.