**Atousa Ghahramani**

Address: 14 Mara Close

Wantirna South 3152

VIC Australia

Phone: 0403008446

Email: atoosa\_ghahramani@yahoo.com

**Employment History & Responsibilities**

June 2020-present  **Founder / Marketing Strategist**

**Business Analytics Student Association (DASA VU), Australia**

* Supporting around 60 students in business analytics units across Melbourne and Sydney universities within 4 months including:
* Creating awareness on new developments in data analytics
* Connecting the students to the industry
* Assisting lecturers in troubleshooting and consultation sessions
* Conducting hands-on workshops to improve student’s skills in business analytics

2010- 2019  **CEO / Business owner**

**Atomir Pharmaceuticals Trade and Marketing Company, Australia**

* Developed marketing of two well-known Australian bio pharmaceutical producers to the Middle Eastern countries, Immuron as the producer of Travelan and FGB as the producer of natural products.
* Developed product marketing through wide range of market research.
* Implemented data analytics to evaluate the market.
* Provided marketing plans to grow the sales of Australian pharmaceuticals manufactures in international markets.

2002-2010 **Business Development Manager / Marketing Manager**

**DSGS FZCO, Dubai, United Arab Emirates**

* DSGS represented Helm AG, a large trading company in Germany, in the Middle East
* Improved product marketing and achieved a 45% higher in gross profit
* Used modern and up-to-date sales and marketing strategies of the products of European Pharmaceuticals manufacturers
* Represented manufacturing pharmaceuticals companies to the Middle East

**Education & Qualification**

* **PhD Student**

Victoria University, Melbourne, Australia

* **Master in Digital Media**

Victoria University, Melbourne, Australia

* **Marketing Development Manager, Professional Internship**

Maribyrnong City Council, Melbourne, Australia

* **Digital Marketing Internship**

PNORS Technology Group, Melbourne, Australia

* **Customer Engagement Certificate II BSB20215**

Mentor Human Resources Pty Ltd, Melbourne, Australia

* **Diploma in business and commerce management**
* **Certificate in Project Management**
* **Certificate in Export/Import Management**

Industrial Management Institute, Tehran, Iran

* **Bachelor in Science**

Shiraz University, Iran

**Technical Skills**

* Data analytics (R and RStudio)
* Web technologies (WIX, Wordpress, Google website builder)
* Design management
* Digital marketing (SEO, SEM, Google analytics, Email campaign, Social Media Marketing)
* Marketing plan
* Video production
* Chatbot development (IBM Watson)
* 2D, 3D VR game production (Unity)
* Microsoft office (word, excel, power point)
* Social Media (Facebook, Instagram, Twitter, LinkedIn)
* Presentation (Canva, PowerPoint)
* Graphic Design (Canva, Gravit)
* Workshop (Zoom, Google doc, Google forms)
* Surveys (Google forms, Miro, SurveyMonkey, Poll Maker)

**Research Skills**

* Research proposal: The most appropriate social media platforms to educate couples to enhance their communication skills?
* Research proposal: Social media analytics in health and wellbeing: A case study “Adult Diabetes”
* Many years of experience in Market research and Market analysis in diverse industries

**Soft Skills**

* Improving knowledge and new skills
* Building relationships based on empathy
* Having intellectual curiosity
* Embracing new challenges
* Being comfortable with new experiences
* Demonstrating flexibility when things change
* Developing self and others
* Having strong communication skills
* Seeking collaboration
* Developing new ideas and design thinking
* Leading team and project management
* Working well in a team
* Focusing on results to achieve effective outcome

**Community Memberships**

* SSA (Statistical Society of Australia)
* WWCode (Women Who Code)
* RLadies Sydney
* RLadies Melbourne
* DASA (Data Analytics Student Association)

**Social Media accounts**

**LinkedIn**

<https://www.linkedin.com/in/atousa-ghahramani-ab322980/>

**Twitter**

@alisha61063738

**Website**

**GitHub**

https://github.com/atousa123/Atousa-Ghahramani.git

**Referees**

* **Dr. Natasha Dwyer**

Victoria University

Digital Media lecturer and course coordinator

Email: [Natasha.dwyer@vu.edu.au](mailto:Natasha.dwyer@vu.edu.au)

* **Dr. Maria Prokofieva**

Victoria University

Business Analytics lecturer

Email: [Leanne.white@vu.edu.au](mailto:Leanne.white@vu.edu.au)

* **Mr. Nicholas Smith**

PNORS Technology Group Pty Ltd

Digital Marketing Manager

Email: [n.smith@pnors.com](mailto:n.smith@pnors.com)